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SPECIAL REPORT

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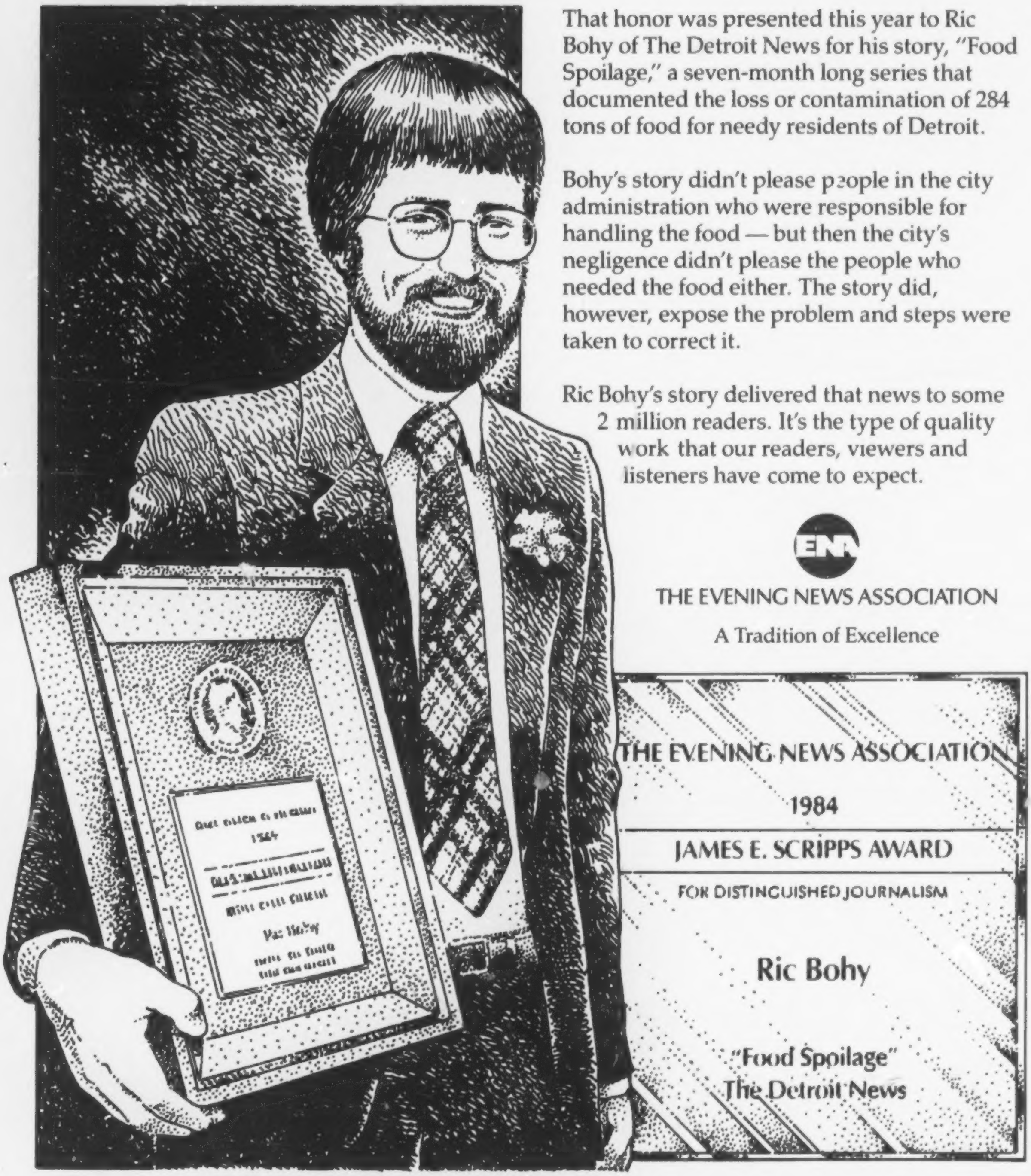

THE EVENING NEWS ASSOCIATION
1984
JAMES E. SCRIPPS AWARD
FOR DISTINGUISHED JOURNALISM
Ric Bohy
"Food Spoilage"
The Detroit News

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CHAIRMAN'S CORNER

ANPA's technical experts lead the drive for quality

In recent years, newspapers have faced many new competitors for our advertising business, both retail and national. The immediacy of newspaper advertising—its ability to react quickly to customer needs—has always been a cornerstone of our marketing efforts.

Newspapers now, as never before, are in a position to add quality reproduction to our arsenal of sales tools. Your ANPA, along with other industry groups, has made "quality" a major goal. And the effort is catching on.

Richard J. V. Johnson

Many vendors that supply the materials we use to produce our newspapers have instituted quality-assurance programs. Newsprint manufacturers are spending millions of dollars to upgrade their manufacturing processes in an effort to meet our needs for improved quality. Ink manufacturers are involved in projects with many ANPA newspapers in experiments with flexography, as well as improvements in offset and letterpress inks. Plate manufacturers have developed superior plates to take advantage of the new paper and ink technology.

The ANPA Technical Committee, under Walter Mattson, has a host of projects underway to help attain its major goal of quality reproduction. These include:

- Preparing a book on recommended quality standards for advertising materials, both for retail and national. This should be available soon.
- Preparing recommended quality-control standards for newspaper operations, which can be used by all newspapers of all sizes.
- Updating the ANPA color ink books, which will be available this fall.

We have asked the committee to go a step further—to take the lead in coordinating the efforts being made from all segments of our business to improve quality.

Plans are being made now to develop a series of seminars designed to bring together advertising agencies, material supply companies, retail advertisers and newspaper sales departments.

The seminars will focus on the new technologies and methods being used by today's modern newspapers in providing the best reproduction on a time-critical basis. There will be sessions on newspaper advertising color, the creative process in advertising agencies, production in the ad agencies, and materials preparation and the production process. This last session will examine the step-by-step processing of an ad through the newspaper production operation, with an explanation of what materials can best produce superior quality reproduction.

In addition to these programs, ANPA's technical experts are also available for on-site reproduction quality improvement assistance. A full report of these services to assist newspapers will be presented at next month's ANPA Convention in Miami Beach and at the June Operations Management Conference & Exposition in New Orleans.

Your newspapers should be represented. Now is the time.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA

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MEDIA RECORDS

measures newspaper ads

BY MARCIA RUTH
presstime staff writer

Just beyond the bustling traffic of Manhattan's garment district and a block from Madison Square Garden, about 20 mailbags of newspapers a day, flown in from cities all over the United States, are delivered to the office of Media Records.

There, rows of employees wielding metal rules and felt-tip pens hand count 40,000 newspaper ads a day, line-by-line, inch-by-inch.

Loaded into computers and published in two main formats—a "blue book" for newspapers and "green book" for advertisers—these tabulations form the basic statistical record for U.S. daily newspaper advertising. Similar data are compiled by other private firms for other media.

Media Records reports not only newspaper linage (now computed in inches of Standard Advertising Units), but also breaks it down by more than 650,000 products advertised in newspapers.

"It's a two-pronged affair," says Alvin Loberfeld, manager of marketing sales. "The reports are used by newspapers to go out and beat the bushes, to go out and get more advertisers." The other chief users, he says, are ad agencies, which consider Media Records information on competitive accounts "the bible" for determining sales strategy.

Newspapers contract individually for basic ad measurement. Currently, 211 newspapers in 75 markets have such contracts. Representing 65 percent of newspapers' national advertising revenue, these are the papers that are delivered to Media Records headquarters each day for measurement.

In addition to these measured papers, Media Records estimates advertising in an additional 50 markets, and so its published totals embrace about 80 percent of national expenditures in newspapers. All but eight of the top 50 markets have major papers subscribing, the exceptions being Memphis, New Orleans, Oklahoma City, Pittsburgh, Seattle, Kansas City, Mo., Norfolk, Va., and Portland, Ore.

All of the top 25 advertising agencies subscribe. Together, subscribing agencies represent 90 percent of newspapers' national advertising dollars.

While Media Records measures national advertising (and all automotive ads, including those that are sold locally), the company contracts with subscribing papers for various types of reporting on retail advertising.

For example, newspapers can get large retail store ads broken down by departments, such as ladies' shoes or men's shirts. Retail stores can be listed by category, such as beauty salons, or by the names of individual shops. Product categories can be general or as specific as Campbell's chicken noodle soup.

Current reports show whether ads are full-run or part-run, and whether they are inserts or run-of-paper. Media Records is considering adding information as to where the ads are located in the newspaper, such as in the sports or lifestyle sections.

Depending on the number of services contracted for and on the volume of advertising measured and processed, Media Records costs newspapers from $750 to $5,000 a month. Agencies, advertisers and others using the data pay according to the reports they purchase. Media Records also does customized reporting for individual clients, including newspapers in 13 markets not part of the regular measurement.

The privately owned company, started in 1928, has been owned since 1972 by its current chairman and chief executive officer, Thomas A. Wise. The company has a staff of 175 and does not divulge its annual budget.

Media Records data are provided to subscribers in printed reports or on magnetic tape. In three cities—New York, Hartford and Cleveland—the information is online and therefore available via computer. With the recent acquisition of an IBM System 38, Media Records is planning to increase computer availability to agencies and national advertisers, as well as newspapers. A recent survey of client newspapers showed 90 percent either have or are planning to get personal computers, so the company is also considering making selected data available on diskettes.

Data use. Like other standardized measurements used by newspapers to attract more national advertising—such as SAUs® and the Simmons-Scarborough Newspaper Ratings Study—use of Media Records is voluntary. Most of the larger papers consider the central data

At Media Records' Manhattan headquarters are officials (from left) Loberfeld, Francz and Stephen Kunemund, vice president of operations.

collection essential for tracking advertising accounts. A few consider it redundant with their own record-keeping systems.

Traditionally, Media Records data were used most in cities with competitive newspapers. The rise of one-paper cities (or those where papers are connected by joint operating agreements), plus the explosion of computerized record keeping, have led some to discount the need for centralized data.

"Everything they can do I can do instantly with computers," says Robert H. Schoenbacher, advertising director of The Oregonian in Portland, which left Media Records in 1983. "We're just skipping the middle man."

But for those papers that rely on Media Records extensively, the data are used in a variety of ways.

For example, at The Plain Dealer in Cleveland, advertising is compared, department by department, for the city's two major department stores as well as for national chains such as J.C. Penney and Sears. "We can really pinpoint where their advertising is, both historically and locally," says Advertising Director Alan Dant. The paper also uses the data to keep tabs on particular accounts in other cities, "to see if we're getting our share," he says.

Using Media Records just for competitive purposes with other newspapers was "the old-fashioned way to do business," says Dant. Now all media want a share, "not just newspapers."

Moreover, it was The Plain Dealer's increasing use of on-line research that led to, rather than detracted from, its reliance on Media Records. "We got used to using it," he says.

Some newspapers have moved in and out of Media Records subscriptions, depending on shifts in their own markets or changes in Media Records' procedures.

For example, the Fort Lauderdale (Fla.) News and Sun-Sentinel dropped Media Records in June 1982 after several South Florida papers reduced their participation in the program, thus making the "exchange of reports much less useful," explains Research Manager James E. Smith. The News and Sun-Sentinel resumed measurement in July 1984 when Media Records offered an increasingly specialized service that met their specific requirements "without paying for a level of service we didn't need," he says.

From time to time papers have expressed dissatisfaction with Media Records when specific disputes erupt in competitive markets, particularly over counting full- or part-run ads.

To deal with newspapers' different ways of classifying and distributing ads, Media Records establishes uniform measurement criteria, which inevitably do not coincide with the record-keeping practices of all newspapers. In the full- or part-run situation, for example, Media Records determines that "the preprint is full run if it has been distributed within the retail trading zone area . . . anything less . . . will make it part run advertising," according to President Karl Francz.

Newspapers contract individually for basic advertising measurement. Currently, 211 newspapers in 75 markets have such contracts. They represent 65 percent of newspapers' national advertising revenue.

Data needs. Although Media Records covers a substantial number of markets, some newspaper executives say statistics should be industry-wide.

"There is an urgent need for a barometric measurement on an all-inclusive basis all across the land," says Leo [illegible] Kubiet, advertising director of the St. Petersburg Times and Evening Independent, which has not subscribed to Media Records since 1983. A former president of the International Newspaper Advertising and Marketing Executives, Kubiet has urged industry groups such as the Newspaper Advertising Bureau and INAME to encourage formation of an industry-wide system. "Who or how or when that is going to get done is elusive because no one has come to the forefront," says Kubiet.

In early-to-mid-1970s, when there was widespread dissatisfaction with Media Records, NAB and others looked into providing such data.

The dissatisfaction followed the sale of the company in 1971 to a small firm, Rome Research. Wise, who took control of the parent company, renamed American Fulfillment Corp., the following year, describes the situation in 1971 as "a case of a mouse trying to take over an elephant." Subscriptions tumbled as reports became late and unreliable.

Wise shepherded the firm through another shaky period in the mid-'70s when it had difficulty getting credit to expand computerization.

The number of newspapers subscribing to the basic Media Records service and the number of markets they represent have increased since the doldrums of the mid-'70s, but both figures have leveled off the past five years. For example, there were 183 newspaper subscribers in 1975; by 1980 that had jumped to 218; but since then it has dipped to the current 211. Similarly, the number of markets rose from 59 in 1975 to 77 in 1980, but then dipped to the present 75.

Media Records has now "overcome" its difficulties, and "there are no plans afoot" for NAB to step into the field, says Leo Bogart, NAB executive vice president and general manager. "There is certainly no question in my mind they (Media Records) perform an essential and valuable service."

In Canada, the Canadian Daily Newspaper Association handles compilation of linage figures for a monthly report, but product measurement is left to individual papers' contracts with private companies. In addition, Media Records measures the Toronto market for one of the Toronto papers.

The INAME Measurements Committee is currently looking at what happens to papers that do not use Media Records. "If the information isn't available to the agency world, does it cause papers who are not measured to lose business?" asks committee Chairman Raymond A. Cyrgalis, advertising director of the New York Daily News. "We don't know that."

From the agency point of view, newspapers that perceive cost savings from dropping the service are being shortsighted, says Jack Cohen, who chairs the Measurement Subcommittee of the American Association of Advertising Agencies. "Their feeling is they may not need it. My feeling is they may not realize they need it," says Cohen, vice president and director of newspaper and outdoor media buying for Doyle Dane Bernbach.

When determining where to place ads, "if we can't find out what a paper carried, we might not recommend (an advertiser) use that medium," says Cohen. Media Records "lends a certain aura of validation" which data provided by individual papers do not have, he says. "You can call up a paper and ask, 'How much did so and so run?' but you don't put the same credibility into that (answer)." ☐

Members of the *Fort Lauderdale News/Sun-Sentinel* production staff give the "thumbs up" during testing trials of their JOURNALFLEX units at the W&H plant in Lengerich, West Germany. They are pictured by a 2-color and 4-color unit which successfully printed black, spot and process color at a sustained speed of 74,000 papers per hour.

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FLEXO CONVERSIONS WITH W&H FLEXO INKER TECHNOLOGY

Buy Buy Buy

Newspaper sales in 1985 could be the most active since the surge of late '70s.

BY BARBARA J. FRIEDMAN
presstime staff writer

About the time in February when Gannett Co. was grabbing headlines with its purchase of the Des Moines Register, halfway across the United States another family-owned newspaper was being quietly sold.

The Evening Herald in Rock Hill, S.C., was passing from one family to another. The heirs of Talbot Patrick had decided to sell to the Daniels family, owners of The News and Observer Publishing Co. based in Raleigh, N.C.

Sales of the South Carolina and Iowa papers are among 16 completed or in-process purchases of daily U.S. newspapers in the first quarter of 1985.

If that pace continues, and there are indications it will, 1985 could become the most active year for newspaper ownership changes since the record-breaking years of the late 1970s.

The Herald and Register are miles apart in geography, resources and reputation, but they share a trait prized among buyers: Both have a strong lock on the local franchise for print news. Such newspapers, particularly in the Sun Belt, remain the prize in the competition for U.S. dailies.

And there are eight to 10 more family-owned dailies for sale right now, according to Douglas H. McCorkindale, Gannett's chief financial officer. His company will be bidding on most of them, he says.

No matter who wins those bidding wars, the outcome is unlikely to match the frenetic first quarter in the communications business.

Gannett's Jan. 31-announced $200-million purchase of the Register and the three other Des Moines Register & Tribune Co. papers—including the daily in Jackson, Tenn.—was blockbuster news. But it paled next to the March 18 announcement of Capital Cities Communications Inc.'s $3.5 billion acquisition of the American Broadcasting Cos. (See story, p. 11.)

Then, less than a week later, press magnate K. Rupert Murdoch announced he is buying half of the firm controlling Twentieth Century Fox Film Corp.

While the three buys captured the most headlines, developments regarding newspaper ownership have been plentiful.

For example, top executives and other investors have begun an attempt to take Multimedia Inc. private through a leveraged buyout. The companies' properties include 13 dailies and 30 weeklies.

And in mid-March, The Washington Post Co. bought a dissident stockholder's 17-percent stake in Cowles Media Co. of Minneapolis—an entree into a family-controlled company that has taken steps to protect itself from a takeover. The same family—heirs of Gardner Cowles—is liquidating the Register & Tribune Co.

No one questioned by **presstime** could recall an unfriendly takeover of a newspaper company. Newspaper acquisitions tend to move on a track apart from the sprees of corporate attacks and defenses that have enlivened the days of executives in oil and steel.

The reason, many say, is that newspapers are valued for their people and franchise rather than physical assets that can be precisely valued and sold. Acquisitions in the newspaper business usually occur at a steadier pace in a more neutral atmosphere than in many industries. The starting points for deals remain ever-present demand and a dwindling supply of available dailies.

However, falling interest rates and an enduring recovery have given buyers access to substantial cash, making financing easier, observers say. Meanwhile, improved earnings have had the interesting, double-edged effect of encouraging sellers to raise prices while making those prices more acceptable to buyers.

Fading independents. After a surge of acquisitiveness in the late 1970s, the number of U.S. dailies changing hands began tapering. Still, only once in this decade—in 1983—has the number dropped below 40 newspapers.

In recent years, Donrey Media Group, Thomson Newspapers Inc., Park Communications Inc. and The Hearst Corp. have been among the biggest buyers.

At the end of last year, 543 independent dailies were left in the United States—15 fewer than in 1983, according to the bro-

Publisher Wayne Patrick of The Evening Herald in Rock Hill, S.C., which was recently acquired by a North Carolina newspaper family

Higher prices are making the going rough for companies on the acquisition trail. But lower interest rates and hefty cash flows at firms looking to buy may be smoothing some of the biggest bumps.

kerage firm Lynch, Jones & Ryan in Washington, D.C. The number of group-owned dailies remained 1,169. But groups accounted for an even larger share of daily circulation –rising during 1984 from 77.4 to 78 percent.

Continuing a trend, newspaper groups—defined as ownership of two or more dailies—were sellers as well as buyers. In 1984, the number of newspaper groups actually dropped from 160 to 155, the first change in the figures in three years. The net drop reflects the birth of five newspaper groups and the demise of 10. Groups such as Gillett Group Inc. and Jefferson Pilot Publications Inc. disappeared.

In 1985's first quarter, group-to-group sales included the Register & Tribune Co. newspapers to Gannett, which had not bought a paper since June 1982, and the three dailies of the Washington, D.C.-based Public Welfare Foundation. Additionally, The New York Times Co., which bought no newspapers last year, purchased the Santa Rosa (Calif.) Press-Democrat.

Also this year, Rosslyn, Va.-based Gannett has agreed to pay CBS Inc. a net price of $38.5 million for Family Weekly, a Sunday newspaper magazine with 12.8 million circulation [presstime, March 1985, p. 68], and has bought an outdoor advertising firm in Chicago. The outlay (including the Register & Tribune papers) will total about $250 million, Chief Financial Officer McCorkindale says.

Park Communications, which has headquarters in Ithaca, N.Y., will be among those intensifying the search for acquisitions this year, according to company chairman Roy H. Park. The company bought three newspapers in 1984—a slight drop from its habit of buying one daily per quarter [presstime, Nov. 1983, p. 6].

"We are going to step up our acquisition program later this year," Park says. "We have arranged for us a substantial credit line with our two banks. . . . We are looking" for 20,000 to 40,000-circulation dailies, and "we would like to get back on track."

Rising prices. As companies make their way down the acquisition trail, they are finding prices that make the going rough.

Park says prices "are quite high." But he adds, "Most of us have had a pretty good 1984," and "we all realize that there are not too many (dailies) left out there."

In 1985, the slower but durable economic expansion in the United States makes acquisitions easier, says J. Kendrick Noble Jr., first vice president of PaineWebber Inc.

After a prosperous year, many targets and acquirers still anticipate reasonable growth—a situation that, he says, translates into continued good cash flow for both sides. The cash has helped potential acquirers trim debt, leaving them in a position to finance new deals.

Mega-merger fallout coming

Capital Cities Communications Inc.'s acquisition of the American Broadcasting Cos. makes it "pretty much inevitable" that The Daily Register of Red Bank, N.J., will be sold, according to the Capital Cities president.

The reason for the probable sale, said President and Chief Operating Officer Daniel B. Burke, would be to comply with Federal Communications Commission rules limiting cross-ownership of media.

Red Bank is within the viewing area of ABC's New York City station.

Capital Cities also owns The Oakland Press of Pontiac, Mich., a suburb of Detroit, and ABC owns a television station in Detroit. Burke said no decision has been made concerning those properties.

The ABC acquisition, already approved by the companies' directors, is worth $3.5 billion in cash and warrants (long-term stock options) to ABC stockholders, who must still approve the deal. The purchase must also be approved by Capital Cities shareholders and government regulators. The new company will be known as Capital Cities/ABC Inc.

While the acquisition will mean the new company will be carrying debt estimated to be around $2 billion, Burke does not expect the load to preclude newspaper acquisitions over the long term. But he said that in the next year, it is "highly unlikely" the company will buy any newspapers. The company last bought a newspaper in 1982.

In 1984, broadcasting supplied 29 percent of Capital Cities' revenues and 51 percent of operating income. The comparable figures for the Publishing Division were 63 percent of revenues and 48 percent of operating income.

Last year, Capital Cities had revenues of $939.7 million and a profit of $135.2 million, excluding an extraordinary gain of $7.6 million. ABC had revenues of $3.71 billion and a profit of $195.3 million.

Capital Cities' other daily newspapers are the Kansas City (Mo.) Star, The Kansas City Times, the Fort Worth Star-Telegram, The Times Leader of Wilkes-Barre, Pa., the News-Democrat of Belleville, Ill., the Albany (Ore.) Democrat-Herald, and The Daily Tidings of Ashland, Ore. The company also owns nine weeklies.

The Capital Cities Publishing Division also includes 35 business and specialized publications, including Fairchild Publications, which publishes Women's Wear Daily. In addition, Capital Cities operates seven TV stations, 12 radio stations and 55 cable TV systems.

ABC's major business segments are broadcasting, which supplied 89 percent of last year's revenue, publishing—which includes speciality magazines and books—and motion-picture and video enterprises.

Media analysts John Morton of Lynch, Ryan and Jones, and J. Kendrick Noble, a media analyst at PaineWebber Inc., said they do not expect to see any newspapers sold to help finance the acquisition.

Financing will come from a mix of debt, cash raised by selling other assets and $517 million from Berkshire Hathaway Inc., a diversified holding company headed by Warren E. Buffett.

Berkshire Hathaway will receive common stock, and Buffett will become a director of the combined company after the acquisition is completed.

The large debt of the combined company, given its size and "very high cash flow," should not preclude future newspaper acquisitions, Noble said.

And good recent performances by many dailies—often evaluated in terms of cash flow—has made the prices seem more reasonable to buyers, Noble says. The upshot is more agreement on each side about what he calls "fairness prices."

Also, lower interest rates make it easier for the acquiring company to finance higher prices, Noble says.

But buyers always seem to be waiting, money in hand, no matter how the high interest rates, no matter what the stock market—a prime factor in some acquisitions—is doing.

Fred W. Smith, executive vice president Las Vegas-based Donrey Media, says his company was just as active when interest rates were high. While Donrey has holdings as diverse as cellular radio and fish hatcheries, "when a good newspaper comes along," the company is ready to buy, Smith says.

Joseph Fuchs, vice president of the brokerage firm Kidder Peabody & Co., says there is "a lot of happenstance" in buying and selling newspapers. Even very sophisticated bidders make significantly different offers. The range, he says, is a reflection of the values people bring to the table and a "function of how people perceive the economics of the marketplace and what they can do with that newspaper."

"A lot of rules of thumb exist," Fuchs says, and they "are just opening gambits to see what you can do." For instance, in the bidding war for the Register & Tribune, Dow Jones & Co. made the initial offer—$120 million for the entire company, including broadcast properties. Gannett had to top that bid by more than 65 percent just to acquire the company's newspapers.

Some people who lost out in Des Moines might say Gannett overpaid, Fuchs says. But his view is, "Only time will tell." Gannett is often accused of overpaying, Fuchs says, but it manages to maintain a record of return on equity and an earnings growth rate higher than the industry average.

McCorkindale says Gannett is paying two and a half times revenues for the Register and Jackson Sun compared to 60 percent of revenues for Family Weekly. He calls the Des Moines purchase price "solid but not as (relatively) high as prices paid for some smaller papers, especially in the Sun Belt."

McCorkindale says the company had not bought a newspaper since the summer of 1982 because "nothing was for sale at a price we thought reasonable along the way." Although USA Today—the national daily that Gannett began rolling out in September of that year—has continued to absorb substantial amounts of capital and energy, McCorkindale says its needs were not a factor in Gannett's two and a half year lull in newspaper acquisitions.

Some newspapers are being sold by auction, a far cry from the days when buyers and sellers negotiated across a table. Some say the rules for acquiring newspapers may have changed.

While the company looks at long-term interest rates when pricing a newspaper, Gannett has sold commercial paper—a form of relatively cheap, short-term debt—at about 8.5 percent to help finance recent purchases, he says.

Also, the increased market value of Gannett stock combined with a Federal Communications Commission rule change lays the groundwork for a new round of acquisitions, McCorkindale says. Effective April 2, the FCC has raised the number of television stations one company can own from seven—the number Gannett now has—to 12.

Gannett can consider buying diversified media companies, and even talk of acquiring CBS, NBC or Cox Communications is not out of the question, McCorkindale told a December meeting of company executives. (He says now those comments were made just to indicate Gannett's financial strength, and the companies mentioned are "not serious possibilities" for acquisitions.)

Knight-Ridder Newspapers Inc. has taken an even longer furlough from buying newspapers than Gannett. The Miami-based company has not bought one since 1980.

Knight-Ridder chose not to participate in the Des Moines bidding, says Frank N. Hawkins Jr., vice president and director for corporate relations.

Des Moines is not a growth area, he says, and "we thought the price that was paid was fairly high." Five years ago, that price "would have been literally unthinkable," he says.

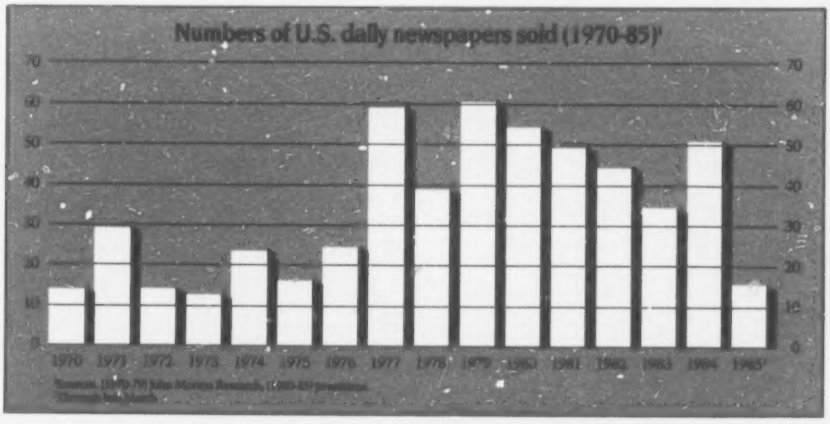
While Knight-Ridder would like to acquire newspapers in the 100,000 to 200,000 circulation range, nothing has come along at "a price reasonable for our shareholders," Hawkins says.

In the meantime, the company has invested in its videotex operation—Viewtron—and is, Hawkins says, interested in more diversification.

The direction of expansion at Knight-Ridder and other companies may be swayed by changes in the newspaper marketplace.

In the last 10 or 15 years, Hawkins says, "a lot of newspapers changed hands because the owners knew each other." The papers were "sold on an old-boy basis. . . . It seems only recently that public bidding has become a feature—that newspapers are just being sold on the auction block somewhat cold bloodedly" to the highest bidder.

Winner-take-all auctions suggest "there has been a change in the rules," Hawkins says. "We'll just have to wait and see what happens the next time around." ☐



A 'STAR WARS' PROPOSAL

THE ELECTRONIC CAMERA

TV technology could be adapted to produce newspaper photos

BY WILLIAM D. RINEHART

Both silver photography and the halftone screen process are over 100 years old, yet they remain the principal method of handling photographs in the newspaper business. This despite the fact that most other areas of newspaper production have moved into the "Star Wars" electronic age. In fact, one of the principal problem areas for newspapers that are experimenting with pagination is the conversion of screened Velox pictures and camera-ready advertising into digital data for computer storage and the replication of the material on film or plates.

There are also many other inherent problems with our conventional photographic systems.

It is costly and time-consuming to transport exposed film back to the newspaper photo lab for developing and printing. Much time is lost before the picture editor can see the photos and make a selection. The picture then has to be printed, sized and screened before it can go into paste-up or, in rare instances, into the pagination process.

Although there have been some improvements in photo processing equipment, such as automatic processors and electronic screening devices, they haven't eliminated much of the time or cost associated with photographic operations.

In the late 1960s, Bell Laboratories invented a "charge-coupled device"—an electronic chip capable of recording images electronically. In the early 1970s, ANPA built and demonstrated a CCD camera in an attempt to try to have electronic companies develop CCD news photographic cameras.

More recently, Sony has demonstrated CCD cameras. And at the annual ANPA trade show in 1980, live demonstrations were conducted using CCD cameras made for National Geographic magazine [**presstime**, July 1980, p. 9].

However, to develop fully CCD electronic newspaper photo technology would require considerable expenditures that may outweigh potential benefits. Final development would take many years.

Closer at hand, perhaps in five to 10 years, will be the adaption of TV cameras to newspaper photography. High-resolution TV cameras already have been developed, offering great potential to replace conventional newspaper photography at reasonable cost.

There would be many advantages to using TV systems.

At a fire or a football game, for example, the photographer could record highlights by activating the camera for short bursts of a few seconds each. The pictures could be sent back instantaneously to the newspaper, using microwave-equipped vans. The pictures could be stored on low-cost videotape recorders and viewed instantly by the picture editor on a high-resolution TV monitor. The photo editor would have a greater number of pictures from which to choose.

After the selection process, the tape-stored signal could be converted into a Velox screened print in a matter of seconds, or the picture could be transferred to computer storage for full-page make-up if the newspaper had pagination.

Color pictures could also be processed easily. TV cameras provide a color-separated signal. This signal would pass into a computer that would adjust the color balance so that a quality color picture could be printed with standard newspaper process-color inks. The output would be a set of four separations ready for platemaking.

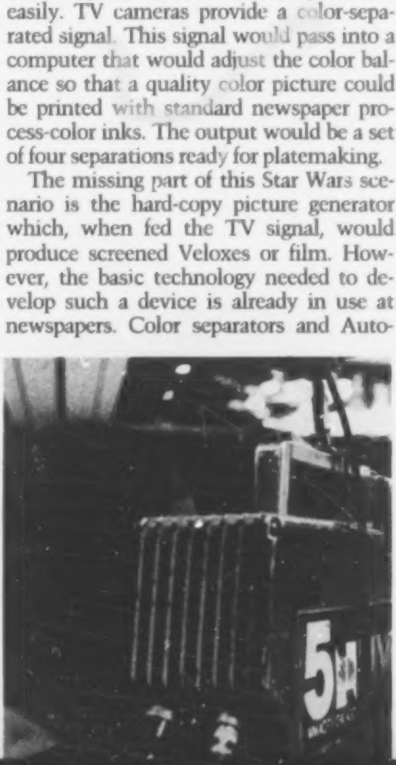
The missing part of this Star Wars scenario is the hard-copy picture generator which, when fed the TV signal, would produce screened Veloxes or film. However, the basic technology needed to develop such a device is already in use at newspapers. Color separators and Autokon cameras read continuous-tone photographs electronically and produce a high-quality screened Velox or negative.

In the case of television, the horizontal signal is continuous tone. This signal would be sampled electronically to generate the proper size halftone dot needed for printing. The vertical TV plane is made up of horizontal scan lines so that in the vertical plane, the picture is already, in a sense, screened. However, in high-resolution TV, this is a fine scan that would not be discernible in a final print of the picture of 6 inches by 8 inches or less. The end result should be a 65- or 85-line, high-quality reproduction.

One of the principal reasons conversion of TV photographs is so attractive is the fact that the bulk of the equipment needed—TV cameras, videotape recorders, TV sets for viewing and TV mobile microwave transmission vans—is already in widespread use and not very expensive.

ANPA, in cooperation with a small electronics company, has printed pictures that came from TV cameras and were converted electronically into digital form. The results were very poor quality, but the experiment did prove the technical feasibility of TV-signal conversion. ANPA also has been contacting major electronics companies in an effort to establish a cooperative research program and to point out the potential newspaper market if the concept is fully developed.

If such technology is developed, newspapers could eliminate much of the time involved from the time photos are taken to their delivery to the newsrooms. Much waste of photo film and paper also would be eliminated. The photographer of tomorrow could well be equipped with a TV camera feeding a reusable videotape or connected to a microwave transmitter sending pictures to the newsroom instantaneously. Likewise, the wire-service picture service of tomorrow could well be sending pictures via satellite directly to a videotape recorder in the newsroom in a fraction of a second. ☐



Using television cameras would mean an end to newspaper darkrooms and would help smooth the way toward pagination.

Rinehart is ANPA vice president/technical.

REAGAN ADMINISTRATION INFORMATION POLICIES

All Presidents have shown a desire to restrict access to information. But many press groups insist that Ronald Reagan *and his administration have been unusually active in this area. And concern is growing about the implications of another term of restrictive policies.*

BY MARGARET GENOVESE
presstime staff writer

The Justice Department seeks to weaken the Freedom of Information Act.

The Defense Department clamps a lid on release of unclassified information.

The CIA prepares legislation to criminalize the disclosure of classified information to reporters.

The President directs more than 100,000 federal workers to sign lifetime censorship contracts.

The press is excluded from on-the-scene coverage of U.S. troops landing on Grenada.

What do they add up to?

"All in all, I think we are faced with an administration that is quite uncomfortable with a free flow of information," says Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., and chairman of the First Amendment/Freedom of Information working group of the ANPA Government Affairs Committee.

Dom Bonafede, senior contributing editor of National Journal, a weekly magazine that covers the federal government, goes even farther. The administration of Ronald Reagan, the "Great Communicator," is, he says, "more repressive against the free flow of information than any other administration of recent times."

Even some of the staunchest Reagan supporters among the press are critical of the administration's information policies.

The Enterprise, a 13,000-circulation daily in Simi Valley and Morepark, Calif., twice endorsed Ronald Reagan for President. Says Editor and Publisher Wayne Lee: "He is a hell of a lot better than Jimmy Carter was or Walter Mondale would have been." But when it comes to access to government information, Lee rates the Reagan record as "deplorable."

"And, frankly," he adds, "I don't understand it for a fellow who keeps talking about freedom and the fact that much of [this country's] freedom rests on the free access to information."

Although the press may seem to be acting in concert in criticizing the administration's information policies, not every initiative draws unanimous condemnation.

For instance, at least one press group opposed the Reagan administration's policy of notifying a business when it becomes the subject of an FOIA request; others have not. When the press was barred from coverage of the first two and a half days of the October 1983 invasion of Grenada, most news organizations protested vehemently; but some like The Richmond (Va.) Times-Dispatch sprang to the administration's defense.

In fact, there have always been some divisions in the media ranks. To cite one example: In 1974, ANPA did not join other press organizations in urging Congress to override a presidential veto of amendments to strengthen the FOIA, but instead it urged the adoption of compromise language suggested by President Gerald R. Ford.

However, among press groups today, there is widespread and growing concern about the prospect of four more years of

Robert Llewellyn/UNIPHOTO

The Nation's Capital became a less open city after the Reagan administration took up residence, press groups charge.

restrictive information policies. Tony Mauro, immediate-past chairman of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi, is one who doubts the access-to-information situation will improve during the second Reagan term, especially because the re-elected President does not have to face the voters again.

Observes Mauro, who covers the news media and the law for Gannett News Service: "Every president, to some extent, tries to batten down the hatches. . . . It seems to go with the office. But Reagan has elevated it to an art form."

Some wonder whether the nature of information flow in the United States might be altered for decades to come by two consecutive presidential terms in which the general attitude was one of withholding, not disclosing.

Responding to a litany of press complaints, President Reagan's chief spokesman told **presstime** the administration did not come into office with a plan to restrict information. "Never did we set out a grand design that we were going to dry up information or funnel information," says Deputy Press Secretary Larry M. Speakes. (See story, p. 22.)

But concern among media groups is so great that some are considering going on the offensive. SPJ,SDX, for example, is working with a congressional subcommittee on a draft FOIA *improvements* bill. "If the agenda is always defined by the administration, then you are always reacting defensively," says Bruce W. Sanford, SPJ,SDX First Amendment counsel.

Not the first. As critics of the Reagan administration information policies concede—and administration supporters point out—there is nothing new in the desire of Presidents to restrict access to government information.

At the Constitutional Convention in 1787, two years before he became President, George Washington took the assemblage to task for not being more careful about safeguarding state secrets.

"Gentlemen," Washington said, "I am sorry to find that some one member of this body has been so neglectful of the secrets of this convention as to drop in the State House a copy of their proceedings, which by accident was picked up and delivered to me this morning. I must entreat, gentlemen, to be more careful, lest our transactions get into the newspapers and disturb public response by premature speculations."

In more recent times:

- Harry S Truman extended almost government-wide the authority to classify information—something that had been limited to the Defense and State departments.
- Dwight D. Eisenhower withheld information from Congress on the basis of executive privilege.
- John F. Kennedy was accused of "muzzling the military" by requiring a Pentagon press representative to be present when a reporter interviewed a Defense Department official.
- Lyndon B. Johnson tried unsuccessfully to get the Freedom of Information Act killed in Congress.
- Richard M. Nixon claimed executive privilege as one of

Special Report

The Defense Department barred the news media from initial coverage of the Grenada invasion and released its own photographs of the action.

the bases for withholding information from Watergate investigators.

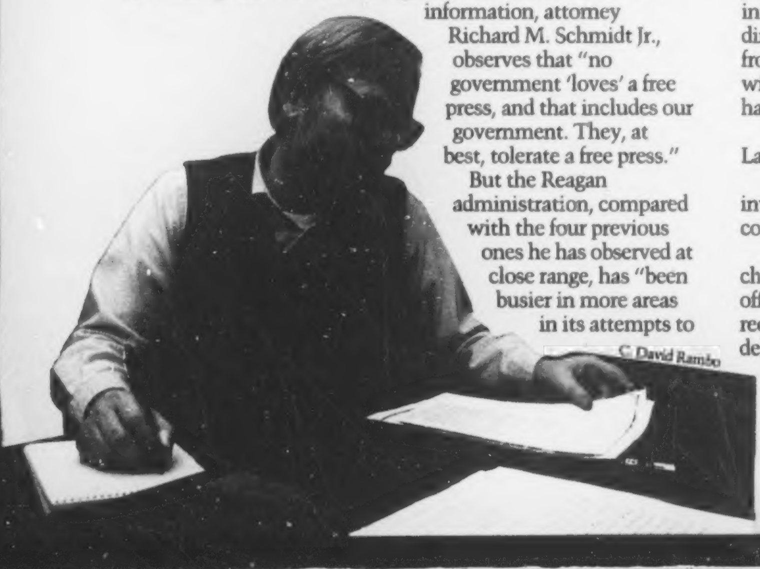
- Gerald Ford vetoed the amendments to strengthen the FOIA.
- Jimmy Carter's Justice Department prepared a package of amendments that would have weakened the FOIA.

"All Presidents have a tendency to restrict the disclosure of damaging information," says historian and presidential biographer James MacGregor Burns. "Quite obviously, the question is how much they do."

For example, says Burns, during the administration of President Franklin D. Roosevelt, there was "a tremendous effort to educate and inform the American people. And since Mr. Reagan likes to compare himself with Roosevelt, I think FDR still has a lot to teach Ronald Reagan."

A Washington, D.C.-based longtime battler for a free flow of information, attorney Richard M. Schmidt Jr., observes that "no government 'loves' a free press, and that includes our government. They, at best, tolerate a free press."

But the Reagan administration, compared with the four previous ones he has observed at close range, has "been busier in more areas in its attempts to control the flow of information to the public, and seems to have done that with more public acceptance, than previous administrations," says Schmidt, who is general counsel of the American Society of Newspaper Editors.



© David Rambo

Norrgard examines legal papers regarding his fee-waiver challenge.

Media attorney, Floyd Abrams of New York City, says flatly that when the Reagan administration's information policies are viewed in their entirety, the picture is not a pretty one.

On the whole, says Abrams, the policies are "restrictive," are "based on the assumption that information doesn't much matter except for the potential harm it can do," and follow an approach "which is extremely hostile to the notion of taking any sort of risks for the greater gain of a more informed public."

The Reporters Committee for Freedom of the Press recently issued a report chronicling 51 "actions by the Reagan administration and its legislative supporters aimed at restricting public and media access to government information and intruding on editorial freedom." Says Jack C. Landau, executive director: "If you are trying to find a synthesis, it all starts from the same intellectual basis: 'We own it (information) and we will decide if it is in the public interest (for the public) to have it.'"

"The most grotesque example of it was Grenada," says Landau. "They claimed they owned the war. . . ."

The exclusion of the news media from the initial stages of the invasion is perhaps the most dramatic example of information control exerted by the Reagan administration.

The outcry from the press led General John W. Vessey Jr., chairman of the Joint Chiefs of Staff, to create a panel of military officers, former journalists and journalism educators to make recommendations on military-press policy. As a result of its deliberations, the Pentagon says it is forming a standing

"Every President, to some extent, tries to batten down the hatches," says Tony Mauro of SPJ,SDX. "Reagan has elevated it to an art form."

contingency "pool" of reporters which could accompany the military into future surprise operations [presstime, Nov. 1984, p. 38].

Assaults on the FOIA. While that skirmish has ended in at least a partial victory for press-government cooperation, a battle that could be more important in the long term still is being fought over the Freedom of Information Act.

Enacted in 1966, and bolstered by strengthening amendments enacted by Congress in 1974 over President Ford's veto, the FOIA essentially requires the federal bureaucracy to make information available to the public, with certain exceptions. It is the tool that allows the public and the press to tap into the federal government's vast reservoir of information.

Critics say that from the outset the Reagan administration has been attempting to slow the flow down the FOIA spillway.

Under FOIA, all information is presumed to be open except information fitting nine exemptions. In these cases, FOIA allows agencies to withhold information, but it does not *mandate* it.

In the Carter administration, the Justice Department said it would defend an agency's decision not to withhold records only when release would be "demonstrably harmful" to the government. This policy would apply even to documents fitting one of the act's exemptions.

In April 1981, three months after taking office, then-Attorney General William French Smith rescinded that policy.

The Reagan administration's substitute policy does not encourage agencies to violate the law by withholding non-exempt information; but neither does it encourage agencies to disclose information that they have the discretion to release, observes Deborah Drosnin, editor of Access Reports/Freedom of Information, a newsletter that follows FOIA issues. "It seemed to be sending a signal to them: Don't go beyond the law," she says.

Six months after implementing this new policy, the Reagan administration unveiled its legislative proposal to amend the FOIA. Among other things, the proposal called for broadening four of the act's nine exemptions and adding two others. The administration said the proposal, which it termed "very modified and limited," was aimed at helping law enforcement, protecting businesses' proprietary information and safeguarding personal privacy.

Press organizations, though, labeled it a full-scale assault on the law. And they still do.

"The administration aims its so-called reforms at what it thinks are abuses of the FOIA, but in so doing has cut a broad swath through the public's and press's right to know," says Tonda F. Rush, ANPA counsel/government affairs.

"For example, the Justice Department says it receives requests for federal records from organized crime figures, but rather than looking to the law's exemptions for sensitive law enforcement material, it proposes to simply put all organized crime records under seal for eight years," Rush says. "The result would be less information about such headline stories as Abscam, Jimmy

They're fighting FOI battles in Canada, too

Efforts to control the flow of government information have been made in Canada, too.

The government of Prime Minister Brian Mulroney began last year with a preoccupation with secrecy, according to some Canadian journalists, although they say the situation has eased.

Last November, employees of the Ministry of External Affairs were directed to funnel all press inquiries through the ministry's press secretary. They even were warned about discussing government business if they should encounter a member of the news media in a social setting.

This action followed a spate of press reports quoting sources within the ministry—the equivalent of the U.S. State Department—speculating that certain embassies would be closed for budget reasons.

Several weeks later, that directive was replaced by government-wide guidelines.

Those guidelines advise public servants to speak to members of the media only on the record, for attribution by name, and to confine their answers to matters of fact, not speculation. Off-the-record briefings are permitted only in "exceptional" circumstances and only with the prior approval of a cabinet minister.

Although the for-the-record edict is still in effect, external affairs employees gradually have returned to their "longstanding" practices in dealing with the media, says Sean Brady, the official spokesman for the Ministry of External Affairs.

Edison Stewart, a reporter for the Canadian Press in Ottawa, agrees that there has been some relaxation in government-press relations. "There doesn't seem to be the preoccupation of secrecy that there was, but they are not going around leaking documents, either," he says.

The guidelines have not been all bad for the press. Stewart says he has used them to remind government sources that they are supposed to answer questions of fact.

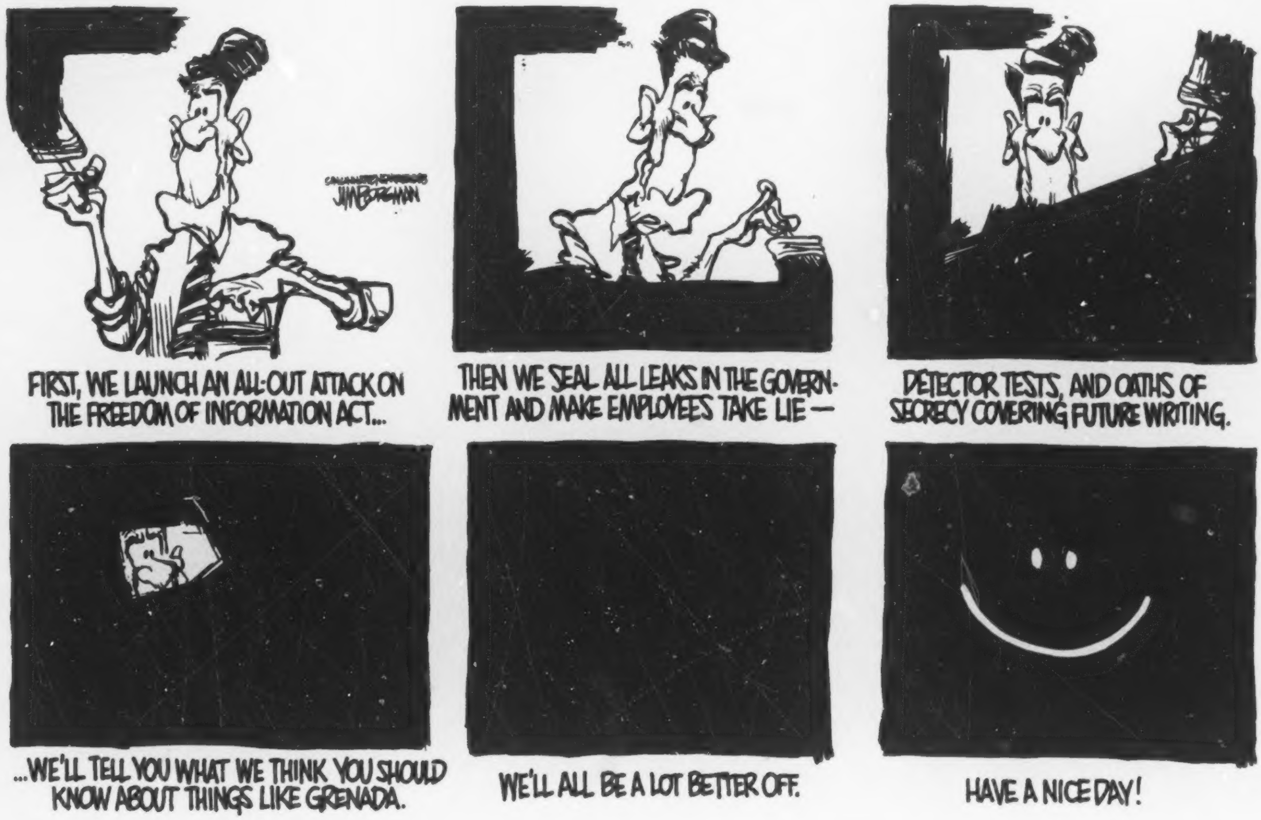
Patrick Nagle, parliamentary reporter for Southam News, attributes the restrictions to the new government's being "an absolute rookie," starting with Mulroney, who served only one year in Parliament before his election last September.

Meanwhile, Canada's new Access to Information Act, comparable to the U.S. Freedom of Information Act, has been plagued by delays in processing complaints about denied requests.

In February, two assistant information commissioners were appointed to try to speed up the decision-making process.

Information Commissioner Inger Hansen says she requested the assistance to help the press get quicker responses and to have a large number of examples to cite when Parliament begins its mandated review of the act sometime within the next year and a half.

Although her office has processed 150 complaints in the last 10 months, a backlog of 90 cases remains, Hansen reports.


JIM BORGMAN
FIRST, WE LAUNCH AN ALL-OUT ATTACK ON THE FREEDOM OF INFORMATION ACT...
THEN WE SEAL ALL LEAKS IN THE GOVERNMENT AND MAKE EMPLOYEES TAKE LIE —
DETECTOR TESTS, AND OATHS OF SECRECY COVERING FUTURE WRITING.
...WE'LL TELL YOU WHAT WE THINK YOU SHOULD KNOW ABOUT THINGS LIKE GRENADA.
WE'LL ALL BE A LOT BETTER OFF.
HAVE A NICE DAY!

Jim Borgman, Cincinnati Enquirer
©1984 King Features Syndicate Inc.

Hoffa's disappearance and drug trafficking from South America—all stories in which the public has an intense and legitimate interest."

Although the Republican-controlled Senate in the last Congress passed a bill incorporating some of the administration's proposals, the Democrat-controlled House Government Information Subcommittee reported no bill to the House.

Fixing fees. In addition to adding exemptions, the administration proposal would have added to the cost of using the FOIA. It would have allowed agencies to charge for all costs attributable to processing FOIA requests, not just for search time and copying.

When the legislative proposal stalled on Capitol Hill, the Justice Department in 1983 took another route to cost recovery: It issued guidance to federal agencies that was viewed as more restrictive than the previous policy on waiving fees.

The FOIA provides for waiving fees when furnishing the requested information can be considered primarily benefiting the general public. And in the Carter administration, the Justice Department urged that discretion to waive fees be exercised "generously."

But Reagan's team at the department issued a new set of criteria for determining whether a waiver should be granted. It noted that "federal agencies are obligated to safeguard the public treasury" by refusing waivers when they do not meet the requirements of the law. It said agencies should consider whether there is a "genuine public interest in the subject matter" of the requested records.

A subsequent study by the lobbying organization Common Cause contradicted the notion that the federal government could realize any significant cost savings by denying waivers. For those agencies whose costs could be determined, the study found that the total value of fee waivers granted in 1982 amounted to only about three-tenths of one percent of the total cost of administering the FOIA. Common Cause concluded that the restrictive fee waiver policy "may result in the worst of all possible scenarios: limited public access to information offset by a marginal, at best, impact on total FOIA costs."

Has the policy resulted in limited access? Ask Lee E. Norrgard, senior editor of Common Cause magazine.

In 1983, Norrgard was chief investigator of the Better Government Association, a non-profit, civic watch-dog organization that conducts investigations and works with the news media to publicize the results.

Norrgard and United Press International reporter Gregory Gordon were working together on an investigation of foreign travel by members of Congress and other government officials. The probe was triggered by a leaked cable from U.S. Ambassador to France Evan Gailbraith, complaining about the amount of embassy staff time spent seeing to the needs of official U.S. visitors to the Paris Air Show.

On July 14, 1983, Norrgard made an FOIA request to the State Department's inspector general, seeking "any audits, inspections or reports" issued since January 1979 on five of the largest U.S. embassies in Western Europe.

On July 26, his request for a fee waiver was denied. He appealed, citing the public interest in finding out how embassies spend funds and detailing BGA's past work uncovering government scandals in partnership with the news media.

A month later, his appeal also was denied. "There is no current evidence to demonstrate any especially heightened interest in the expenditure of funds by large embassies abroad," wrote Frank M. Machak, the State Department's information and privacy coordinator. An incredulous Norrgard points out that only days before Machak's letter was written, UPI had carried a series of articles, based on the Gailbraith memo, about the Paris Air Show hospitality.

Norrgard says that prior to the embassy-spending case, he had never lost an appeal. He sued, whereupon the Justice Department decided not to defend the State Department but to waive the fee.

Nonetheless, the Better Government Association is proceeding with the case in order to challenge the fee-waiver policy.

In the past four years, the Reagan administration has made two other changes in the administration of the FOIA.

First, the Justice Department told agencies to implement a procedure whereby any business that becomes the subject of an FOIA request must be given a chance to object before the information is released. Richard L. Huff, co-director of the Justice Department's Office of Information and Privacy, acknowledges that these "submitters' rights" policies have made it "extremely difficult and even in some cases impossible" for agencies to meet the FOIA's statutory response time of 10 days.

Second, the Office of Management and Budget told agencies they should consider information not available through the federal Privacy Act also to be unavailable through FOIA, although the FOIA's personal-privacy exemption is narrower. After press organizations objected, Congress overturned that policy.

Classification order. Issuing instructions on classifying information in the interests of national security long has been the prerogative of presidents.

When President Reagan issued his executive order on classification in 1982, critics said it reversed a 30-year trend toward limiting classification that began when President Eisenhower narrowed some of the classification authority extended in President Truman's much-criticized 1951 order.

In a report on the Reagan order, the House Committee on Government Operations concluded: "whether or not it was intended, the new order will lead to the classification of additional information."

The head of the office responsible for monitoring government classification insists the new order was not intended to increase government classification, nor has this been its result. In fact, says Steven Garfinkel, director of the General Services Administration's Information Security Oversight Office, the number of "original" classification actions during fiscal year 1983—the first full year the Reagan order was in effect—was 18-percent lower than the year before.

Criticism of the order may have actually helped keep classification down, suggests Garfinkel. "There was a great deal of effort to hold the line on classification," he says, because of all the adverse publicity at the time.

> *"No government 'loves' a free press, and that includes our government," says Richard M. Schmidt. "They at best tolerate a free press."*

But he acknowledges that the magnitude of classification in any given year is more a function of current events than policy. For instance, an event such as the bombing of the U.S. Marine barracks in Beirut in October 1983 "will result in literally tens of thousands of classified documents," he says.

Allan Adler, legislative counsel for the American Civil Liberties Union and a critic of the order, maintains statistics do not tell the whole story. Says Adler: "What we are talking about here is the administration's attitude toward classification policy. . . . Their attitude favors classification."

In a related area, the Reagan administration also has been criticized for drastically reducing funds for the government agency responsible for declassifying documents.

In Fiscal Year 1982 (the first budget year reflecting Reagan administration cuts), the budget for the National Archives' Records Declassification Division was cut to $1.4 million from its previous $2.3 million, and its staff was reduced to 53 from 93. In the current fiscal year, the division's budget is up to $2 million, but its staff has further shrunk to 44.

The National Coordinating Committee for the Promotion of History has been critical of the cuts. "Historians are very distressed that the declassification program has ground almost to a halt," says Page Putnam Miller, director.

The role of Congress. In the indictment of the Reagan administration's information policies, Congress has to be considered at least a co-conspirator. During the last four years, Congress has passed a number of bills that provide exemptions to the FOIA. Three have generated particulary strong objections from the press.

In 1984, Congress passed legislation that exempts certain CIA "operational" files from the act. The CIA argued that records in these files are already exempt from disclosure and that the exemption would merely relieve CIA personnel from having to search for requested material, only to declare it exempt. ANPA and other press groups succeeded in convincing Congress to strengthen the ability of the courts to review files that the CIA designated as exempt.

In contrast, the other two incontrovertibly put previously available information out of the reach of the press and public.

In 1983, Congress granted the Defense Department's request for authority to withhold from release under the FOIA *unclassified* information that has military or space application and that cannot be exported without a license under the Export Administration Act or the Arms Control Act. Defense officials contend that making this information freely available under the FOIA is tantamount to giving it to the Soviet Union.

The other measure, passed by Congress in 1981, gave the Department of Energy the authority it requested to withhold *unclassified* information pertaining to the design of nuclear weapons, the design of nuclear production facilities, and the security arrangements for the facilities or nuclear material in transit. Concern about the growing threat of terrorism was the justification given.

The regulations issued pursuant to the 1983 and 1981 laws have been criticized as going far beyond congressional intent.

At the Defense Department, directives implementing the law safeguarding military and space technology have been written so broadly that they could be used by the Pentagon to keep under wraps unclassified information that demonstrates weaknesses in weapons systems, says Clark Mollenhoff, a Pulitzer Prize-winning reporter turned journalism educator.

Mollenhoff says the regulations have the potential for becoming a kind of Official Secrets Act, à la Great Britain's, in which everything is secret except that which the government authorizes for release. Moreover, he says, the Pentagon already has the means to safeguard national security information—the classification system. "If it's unclassified, why the hell do you want to control it?" he asks. "If it should be classified, classify it."

Meanwhile, at the Department of Energy, proposed regulations governing so-called "Unclassified Controlled Nuclear Information" hit like a bomb when they were issued.

Among the groups contending that the regulations were far too broad was the American Society of Newspaper Editors. At a public hearing conducted by the department, ASNE General Counsel Schmidt testified that one provision "gives a blank check to the secretary of energy to withhold almost any information the secretary deems fit to withhold."

Final regulations have yet to be issued.

Plugging the leaks. Despite all the caulk put in place to prevent the disclosure of information the government wants kept secret, some of it inevitably will leak out.

Some of the harshest criticisms of Reagan administration information policies have dealt with its attempts to discourage government employees from leaking information to the press and to detect and punish those who do. The focal point has been National Security Decision Directive 84.

Although the issuance of the directive in March 1983 came two months after Reagan declared he had "had it up to my keister" with leaks, the deliberations leading up to the issuance of NSDD-84 began long before that.

NSDD-84 grew out of a series of meetings in early 1982 of representatives of the departments of Defense, Energy, Justice, State, Treasury and the CIA.

Among other things, NSDD-84 required all government employees with access to "sensitive compartmented information," or SCI, to sign a statement agreeing to submit to government censors any writing they might do—even after leaving government service—that related to SCI or other classified information. It also instructed agencies to implement procedures for using polygraphs to investigate news leaks.

Comments White House spokesman Speakes: "Our approach to those types of things is mainly from the standpoint of national security. The President felt very strongly that top secret and other highly classified material was ending up in the newspapers and on television, and it was harmful to the national security."

But ANPA's Rowe, testifying before a congressional subcommittee, called NSDD-84 "another building block in the

An avid FOIA user says the process has bogged down

One person who says he has seen a marked change during the Reagan administration in the government's willingness to divulge information is Scott Armstrong, one of the all-time champs in the FOIA-user division.

A former reporter for The Washington Post, Armstrong, 39, is writing a book on foreign policy and national security decision-making. He began his research for the book when he was on the Post staff, which he joined in 1976 after a career that included stints as a private investigator in the District of Columbia and as senior investigator for the Senate Watergate Committee.

Traditionally, he says, federal agencies have gone to great lengths—and great expense—to provide quick and "voluminous" responses to reporters' requests for information.

"Sometime early in this administration—I would put it sometime in mid-1981—the pattern and practice of providing such information to reporters narrowed substantially.

Some agencies, including the CIA, stopped providing reporters with background briefings, he says. Others began responding to some inquiries with "File an FOIA request."

Armstrong has done just that.

In fact, he estimates he now has 2,000 FOIA requests outstanding, primarily to the departments of Defense, State, Treasury, Energy, Agriculture and Commerce and to the CIA. If not the biggest current user of the FOIA, Armstrong believes he is certainly "in the top 10."

At the Defense Department, which Armstrong says used to have one of the federal government's best FOIA response records, his requests began to take longer to process. The responses, when they finally came, were incomplete. His appeals of initial denials of information also have bogged down, he says. The Post filed four lawsuits against the department over Armstrong's FOIA requests.

Armstrong is not the only one with complaints about his FOIA requests. The Defense Department March 5 informed Leonard Downie Jr., managing editor of the Post, that it would not process any of Armstrong's pending requests, or one from a current Post reporter, until Armstrong paid the $430.56 it says he owes in FOIA fees.

In its letter to Downie, the department said it had already spent $34,187.76 processing Armstrong's 408 requests. Because the FOIA allows requestors to be charged only for search time and copying, the department said "collectible charges" amounted to $15,693.61, of which it had waived $15,095.08 in the public interest.

Scott Armstrong

Armstrong, who has paid $167.97 in FOIA fees to DOD under protest, says the sum of money involved is not the point. It's the principle that the Defense Department is making the determination that some of the material he is requesting does not qualify for a fee waiver.

On March 13, the Post paid the $430.56. Staff attorney Patrick J. Carome said the newspaper was not acceding to the department's claim that it was due the fee, "but we do not want the question of these charges to stand in the way of the timely and proper processing of any Post FOIA requests."

A Pentagon public affairs officer said the FOIA office would not comment on the Armstrong case because of the pending lawsuits.

wall that this administration appears to be building to shut off the flow of information to the public."

Congress passed legislation delaying the effectiveness of the lifelong censorship and polygraph provisions. Subsequently, the President indefinitely suspended these provisions.

Although the action defused the controversy, congressional sources say the administration's use of prepublication review and lie-detector tests has not stopped.

According to Rep. Jack Brooks (D-Texas), chairman of the House Government Operations Committee, the suspension of the prepublication review provision of NSDD-84 has not affected a similar program begun in 1981.

The General Accounting Office told his committee last spring that all agencies with personnel with access to SCI are requiring them to sign lifelong prepublication review contracts, Brooks says. The contracts are "virtually identical" to those proposed under NSDD-84, he says.

In addition, while the polygraph provision of the President's NSDD-84 is in abeyance, the Defense Department has been given the congressional go-ahead to conduct polygraph screening tests this year of up to 3,500 employees. The department has said the examinations have "nothing to do with leaks." But three of the questions that affected employees will be asked are whether they have ever been approached to give or sell classified information to unauthorized persons, whether they ever did so, and whether they know anyone who did. A department official acknowledged that "unauthorized persons" could be reporters.

Clark Mollenhoff says the Defense Department regulations have the potential of becoming a kind of Official Secrets Act, à la Great Britain's.

Four more years. Looking ahead, media attorney Abrams told members of the ANPA Government Affairs Committee in March that he believes the administration is likely to increase the use of the espionage law against publishing material that it considers harmful to national security.

It already is doing so in one case, he pointed out.

Samuel L. Morison, a Navy intelligence analyst, was indicted last October on charges he sold classified satellite photographs to a British magazine. He is being prosecuted under the Espionage Act of 1917. In March, a U.S. District Court judge ruled that the law can be used to prosecute someone who has released information to the press and not a foreign government. It was the first time a ruling had been made on the question.

Abrams also noted that in two recent instances in which administration officials castigated the press for publishing information they considered harmful to national security, they couched their criticism in terms of criminal wrong-doing.

In those cases, Secretary of Defense Caspar W. Weinberger accused The Washington Post of lending "aid and comfort" to the enemy for its article reporting on the secret military payload of the space shuttle Discovery; and Lt. Gen. John T. Chain Jr., director of the State Department's Bureau of Politico-Military Affairs, accused Leslie H. Gelb, a writer for The New York Times and a predecessor in Chain's post, of "willingly, willfully and knowingly" publishing a story "damaging to the country." The Gelb piece dealt with U.S. contingency plans for emergency deployment of nuclear weapons in several foreign countries.

There is precedent during the Reagan administration's first term for criminalizing the publication of sensitive information. In 1983, Congress passed legislation making it a crime to publish the names of intelligence agents.

And now in Congress, the stage is set for continuing confrontations over information policy.

Rep. Brooks has reintroduced a bill to outlaw prepublication review agreements except for those used by the CIA and the NSA and to void those that have already been signed. His bill also would put limits on the uses of polygraphs.

In late March, the administration said it was considering legislation proposed by the CIA that would impose criminal penalties on government employees who disclose classified information to reporters or others.

Meantime, Sen. Orrin G. Hatch (R-Utah), chairman of the Senate Judiciary Committee's Constitution Subcommittee, has resuscitated the administration-backed FOIA bill passed by the Senate during the last Congress.

In anticipation of renewed efforts to weaken the FOIA, ANPA will work to "solidify our position in support of the law basically as it is now written," according to W. Terry Maguire, vice president/general counsel.

The press also should work "harder than ever" to reestablish trust with its readers, Arthur Ochs Sulzberger, publisher of The New York Times, said in a speech late last year on the outlook for the press in the second Reagan administration. "We want them to understand that when newspeople go ashore with the troops, it is not to leak information to the enemy but to faithfully report to the reader, and no one else, what is happening."

Sulzberger said he feared "a continuing move afoot to cast the American press as untrustworthy and, indeed, somewhat un-American."

Evidence of that came recently when an administration official, White House Science Advisor G. A. Keyworth II, accused the press of "trying to tear down America."

Responding, ANPA Chairman and President Richard J. V. Johnson said politicians such as Keyworth "apparently would prefer a 'press' that agrees with them and articulates only their beliefs and that only reports their view of events."

Said Johnson, president of the Houston Chronicle: "In fact, what our free press and our citizens' free speech do is preserve a robust exchange of myriad, diverse views within a free marketplace of competitive ideas." ☐

AP

Reagan signals lack of time to meet with reporters.

President Reagan's accessibility criticized, defended

From the President's weekly radio address to the scheduling of events to make the evening TV news programs, the Reagan White House has showed itself to be adept at using the media, especially the broadcast media, to speak to the American people.

However, reporters who have covered more than one administration say they have had less access to this President than previous ones.

In his first term, President Reagan held only 28 formal news conferences, compared with 59 for President Jimmy Carter in his four-year administration and 39 for President Gerald R. Ford in his three-year term in office. However, Lyndon Johnson holds the record for fewest formal press conferences, with 27 in his five-year presidency, according to the Library of Congress.(The Reagan White House has said that in the second term, there will be one formal press conference a month. Since the inauguration Jan. 20, he has been on that schedule, with press conferences Feb. 21 and March 21.)

"To me, it is quite a different pattern, one of much less access to the President than we had with either Carter or Ford," says David S. Broder, national political correspondent and columnist for The Washington Post.

For the White House press corps, "the shouted question at a 'photo opportunity' has become something of a hallmark in this administration, because photo opportunities have become one of the precious few times when reporters see the President," says Michael Putzel, White House correspondent for the Associated Press.

Outside the White House, the increased security imposed following the March 30, 1981, attempt on President Reagan's life and the protective measures taken in the wake of terrorist attacks on American installations make it "even more difficult to get within hailing distance of the President," Putzel says.

Rebutting the criticism, White House Deputy Press Secretary Larry M. Speakes contends that Reagan has been highly accessible to the press, pointing to records kept by his office.

According to those records, in addition to the 28 press conferences, Reagan in his first term conducted 21 "mini" press conferences, 199 interviews, two six-on-one interviews, 15 meetings with out-of-town editors and broadcasters, and 163 question-and-answer sessions. The latter include informal encounters with the press such as those that occur as he is entering and exiting the presidential helicopter and the Q & A period following his address to the 1983 ANPA Convention. That makes for a grand total of 428 instances where he was questioned by the press.

"The White House press corps, as everybody knows, is a rather unique breed of cat," says Speakes. "It's the old adage, 'If a tree falls in a forest and there is no one there to hear it, then there's no sound.' If it's not a full-blown, East Room, 8 p.m., live-on-television press conference, then the President doesn't meet the press."

Speakes also defends two new White House press initiatives that have been criticized by some media representatives—a newly established electronic "White House News Service" [presstime, Feb. 1984, p. 35] and a plan to make administration officials available for interviews with local TV stations via satellite.

He emphasizes that the electronic news service contains no "editorial" material. "All that goes on there are the President's statements, press conferences and releases—'President today announces the appointment of so-and-so,' 'President today signed this bill or that bill,'" he explains.

Concern about these activities "troubles" him, Speakes says, because it is coming not from the public but from the press—and in particular from the White House press corps.

"They say we are trying to go over their heads," he says. "This strikes me as the ultimate arrogance. . . . The First Amendment benefits the White House press corps. But it does not benefit their colleagues in Des Moines, or Dubuque or Los Angeles or Memphis or wherever.

"The editor or the anchor person in these cities in Middle America has just as much right to talk to the President as do his colleagues who sit here."

Margaret Genovese

Speakes demonstrates information available via computer from the White House News Service.

DIALING FOR DIRECTION

FOI HOTLINES

ABC 2
DEF 3
GHI 4
JKL 5
MNO 6
PRS 7
TUV 8
WXY 9
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1

Roles are being expanded for telephone services that offer instant legal guidance to journalists

BY MARCIA RUTH
presstime staff writer

With the increased attention focused on freedom-of-information questions lately, there is growing interest in state FOI telephone hotlines.

Hotlines have been established in nearly 10 states since the first one was created in Pennsylvania six years ago. Those operations now are moving beyond meeting individual reporters' deadline requests for information to strengthening general FOI principles. Acting on behalf of more than one person or publication at a time, they are challenging rulings of local governments and seeking new precedents through the courts.

In those states that do not have hotlines, efforts are being made to gain an FOI foothold. These include first-year, $3,000, "seed grants" from the Society of Professional Journalists, Sigma Delta Chi to three SPJ,SDX chapters that demonstrate support from print and broadcast media and pledges of about $30,000 a year for a state hotline.

"We are convinced there is a great need for legal counseling by phone," says Robert Lewis, SPJ,SDX president-elect and correspondent for Newhouse News Service in Washington, D.C. "There is a big void out there."

The well-established state hotlines, such as those in Arizona and Pennsylvania, are operated by coalitions of print and broadcast media [presstime, April 1983, p. 20]. In other instances, such as Texas and Minnesota, hotlines are essentially spinoffs of the state newspaper publishers associations.

Hotline advocates say the key element is close affiliation with an attorney or law firm that fields media calls, most for a yearly fee. In general, the fee includes some follow-up, but the attorneys charge extra if litigation is required.

The hotlines find that journalists—particularly those at small news organizations who have limited access to legal counsel—are hungry for FOI advice.

The Minnesota hotline, for example, has received an average of 60 phone calls a month from 35-40 different organizations during its first half year, says Mark R. Anfinson, the Minneapolis attorney who operates his state's hotline. Formed by the Minnesota Newspaper Association last Sept. 1, the hotline already has 119 newspaper clients.

As the concept spreads, hotlines are taking different shapes.

In Texas, the FOI hotline is part of a prepaid legal services plan open to members of the Texas Daily Newspaper Association and the Texas Press Association. The hotline is open to daily and weekly newspapers but not to broadcasters.

In some other states the hotline is organized as a non-profit corporation receiving support from newspaper, broadcast and cable television associations, as well as local chapters of SPJ,SDX.

Costs for a state hotline can run as much as $40,000 where full print and electronic media coverage is provided, such as in Pennsylvania and Arizona. However, in Minnesota, where the hotline serves only print journalists, the yearly cost will run about $10,000, Anfinson estimates. There, fees are graduated according to circulation category, with some papers paying as little as $5 a month, and others $40.

In Arizona, says Phoenix lawyer David J. Bodney, about a dozen attorneys in his law firm Brown and Bain are part of the "media hotline team" answering calls. Litigation growing out of FOI hotline calls is usually handled by such firms on a reduced-fee basis.

In Pennsylvania, the Philadelphia law firm retained by the First Amendment Coalition—Kohn, Savett, Marion & Graf—takes an even more active role.

In addition to trying to "ensure that smaller publications without technical expertise have ready and easy access to expertise," says attorney Samuel E. Klein, the Pennsylvania hotline is "kind of an effort to mobilize and organize the state." It serves as "sort of a reporting network," Klein says, "to make sure everyone is aware of developments that could eventually lead to appellate decisions" in FOI cases.

There are also a hotline and an FOI clearinghouse service available at the national level.

The Washington, D.C-based Reporters Committee for Freedom of the Press has operated a national FOI hotline since early 1979. It is staffed by one full-time attorney and two part-time law students. The committee not only answers inquiries but files friend-of-the-court briefs and gives advice in cases involving FOI principles. Its number is 800F-FOI-AID.

Another national organization, the Freedom of Information Center at the University of Missouri, serves as a clearinghouse of information on FOI topics. Although it also handles journalists' inquiries, the center does not have attorneys on the staff or offer advice, and officials say their service is not a hotline per se.

The need for FOI hotlines generally is going to increase, says Paul Fisher, director of the University of Missouri center.

"We've got a wide range of laws that give you access to records and meetings," but at the same time "we continue to produce all manner of laws that close off records and meetings," Fisher says. "We have piled up the [FOI] laws so thickly the only people we can turn to are the lawyers." ☐

FUTURE APPLICATIONS POSSIBLE

Judge's instructions in Sharon case weighed by libel experts

BY C. DAVID RAMBO
presstime staff writer

Many media-law observers have lauded U.S. District Judge Abraham D. Sofaer's three-part instructions to jurors in the Ariel Sharon libel trial.

But the jury is still out on how much newspapers and other media will benefit in the future from such a practice, which Sofaer has called "a natural and sensible measure" in the Sharon case [**presstime**, Feb. 1985, p. 30].

Some noted libel experts say Sofaer's action—to have the jury render separate decisions on defamation, truth or falsity, and actual malice—could be applied to help eliminate juror confusion and misapplication of complicated law. (See story, facing page.)

The result, they say, could be fewer adverse judgments against the media.

But others are not as enthusiastic.

Separate verdicts are "not a quick fix or a cure-all," says Chicago media lawyer Don Reuben. They "may or may not be to your advantage. . . . It really depends on the case."

Two months after the jury on Jan. 24 found that Time magazine did not libel the former Israeli defense minister, experts said they knew of no public-figure libel case going to trial soon in which lawyers were contemplating asking the judge to seek separate answers from the jury.

A case in which the judge intended to ask for separate answers was the libel suit that retired Army Gen. William C. Westmoreland brought against CBS Inc., but it was settled before going to the jury. Unlike in the Sharon case, however, the judge in the Westmoreland case said he would have had the answers reported all at once.

Some media lawyers say the trial in *Herbert v. Lando*, still several months away, could be the next opportunity for using the Sofaer-type instructions to the jury. Former Army officer Anthony Herbert charges that CBS News' "60 Minutes" program libeled him by portraying him as a liar. The case already has made libel history with a U.S. Supreme Court decision that public-figure libel plaintiffs may inquire into the defendant's "state of mind" while making editorial decisions.

Abraham D. Sofaer

Better understanding. A major result of *Sharon v. Time*, some media lawyers say, is it showed that jurors can be helped to understand basic, although complicated, concepts of public-figure libel law.

Those are rooted in the U.S. Supreme Court's ruling in *New York Times v. Sullivan*. In that landmark decision 21 years ago, the court said that for public officials to win libel suits, they must prove that the disputed media report was false and defamatory and that the media organization published with "actual malice." Private parties, with exceptions in some states, need not prove actual malice.

"Properly guided, juries *can* comprehend the law *and* apply it to the evidence of a particular case," says media lawyer Bruce W. Sanford, First Amendment counsel of the Society of Professional Journalists, Sigma Delta Chi. "Judge Sofaer deserves the credit for guiding the jury, rather than letting it stumble haphazardly through a field of confusing terms and concepts."

The instructions served "to put aside their kind of casual, loose 'I favor one side, I favor the other side' kind of approach," observes Henry Kaufman, general counsel of the Libel Defense Resource Center in New York City.

Judge Sofaer says that is what they were intended to do.

"The principal reason for having the jury consider each issue separately was to enhance the jury's capacity to comprehend its responsibilities and to abide by my rulings on the law and evidence," Sofaer said in a report to the Federal Judicial Center. The center, which studies issues relating to the federal court system, asked him to describe "why and how" separate verdicts were obtained.

"By having the jury proceed one issue at a time, the parties (plaintiff and defendant) and I were able to monitor their deliberations at least to the extent of ensuring that they were given only exhibits and testimony admissible on the issue they had under active consideration," Sofaer said.

"Some of the notes (of inquiry) sent out (to him) by the jury reflected the possibility that, had the jury been allowed to consider all the issues together, and hence been allowed to receive any exhibit or portion of the testimony at any time, they might have failed to abide by my evidentiary rulings."

Sofaer said that "perhaps the most important consequence of structuring the jury's consideration and decision of the issues was that the jury was thereby encouraged to treat the issues of falsity and actual malice as separate matters, with separate legal standards."

Juries tend to blend those issues, Sofaer and others have said. As an example, he referred to a libel suit brought by Mobil executive William Tavoulareas against The Washington Post in which jurors "essentially ignored" instructions on actual malice and found for Tavoulareas. The verdict later was overturned.

Libel expert Floyd Abrams of New York City has labeled Sofaer's action "one of the major achievements" in the development of libel law. "We should push, on a case-by-case basis, for expanded uses of special questions to jurors and—as Judge Sofaer did—separate responses by jurors as they reach their verdicts on each question," Abrams told the ANPA Government Affairs Committee March 7.

"We should seek to persuade judges to keep explaining to jurors *why* certain information is relevant—for truth or actual malice," he said. "We should seek to persuade judges to explain to juries *why* the press is protected. . . . "

On the other hand, Reuben of Chicago calls the Sofaer instructions "just a wrinkle" on the libel scene. And he says there may be cases "in which you wouldn't want" the jury to examine the issues separately.

An example could be a case in which the plaintiff "is a very bad-looking plaintiff," meaning perhaps that he or she has a weak case or makes a poor presentation. "You may not want to focus on anything but the bad-looking plaintiff," Reuben says.

Reuben also says this is not the first time separate verdicts have been issued in a libel case. Another was in the mid-1970s in *Alioto v. Cowles Communications*, he says.

In that case, former San Francisco Mayor Joseph Alioto charged that Look magazine libeled him by falsely linking him to organized-crime activity. There were four trials. The first resulted in a hung jury. In the second, the jury returned a special verdict, holding that the Look article was false, in part, and defamatory; the jury reached no agreement on the question of actual malice. A third trial also resulted in a hung jury. In the fourth, the parties agreed to a trial by judge, who issued a $350,000 judgment for Alioto. A federal appeals court affirmed the judgment.

Moreover, Reuben points out that even if a media defendant wants a judge to issue instructions for separate answers, the judge may not do so. "You may not have the option."

Whatever the impact of Sofaer's instructions, the matter will continue to be discussed if only as just one tool for litigation.

The Libel Defense Resource Center is developing a "manual" for lawyers on the topic of jury instructions in libel trials. LDRC's Kaufman says the publication will include examples of different kinds of instructions judges have issued.

Copies of Sofaer's instructions are available from the ANPA Legal Department at The Newspaper Center in Reston. ☐

Media lawyer Don Reuben says the instructions are "just a wrinkle" on the libel scene. He says there may be cases "in which you wouldn't want" the jury to examine the issues separately.

Judge guides jurors through complicated law

The following are excerpts from Judge Abraham Sofaer's 64-page instructions to the jury:

1. On the question of whether the Time statements were "**defamatory**": "A communication is defamatory if it tends to expose a person to hatred, ridicule or contempt—that is, if it tends to harm the reputation of that person so as to lower him in the estimation of the community or to deter others from associating or dealing with him. . . . A publication that is unpleasant, offensive, or embarrassing, or that hurts the plaintiff's feelings, is not necessarily defamatory. To be defamatory a statement must tend to bring plaintiff into disrepute, or must tend to prejudice the plaintiff in the eyes of a substantial part of the community. In this connection, the relevant community for determining defamatory meaning is those reasonable or right-thinking readers of Time in the United States and abroad who read the Article at issue in the English language."

2. On the question of whether the statements were **true or false**: "No matter how defamatory a statement may be, no matter what the defendant's motive in writing or publishing it, if the plaintiff fails to prove by clear and convincing evidence that the statement is false, you must render a verdict for the defendant.

"The plaintiff must prove more than merely literal falsity. He must prove the falsity of the substance of the factual claims made in the paragraph at issue. . . . "

3. On the question of whether Time acted with "**actual malice**": "'Actual malice' means that the written statements were published with knowledge that they were true or false, or with reckless disregard for whether or not the statements were false. Plaintiff has the burden of proving actual malice by clear and convincing proof, as I have defined that term (as leaving "no substantial doubt. . . . It is proof that establishes in your mind, not only that the proposition at issue is probable, but also that it is highly probable.") Thus, your verdict must be for Time if plaintiff fails to prove his claim that the defendant . . . actually knew that the challenged paragraph was untrue when published, or published the paragraph with a high degree of awareness that it was probably false. If, on the other hand, plaintiff proves actual malice by clear and convincing evidence, in any sufficient form, then your verdict must be for plaintiff on this issue."

Sofaer also discussed how jurors should evaluate evidence. He wrote, in part: "I can give you no magical formula by which you should evaluate testimony or other evidence. You bring with you to this courtroom all of the experience and background of your lives, including your common sense. In your everyday affairs you regularly determine for yourselves the reliability or unreliability of statements made by others. The same tests that you use in your everyday dealings are the tests you should apply in your deliberations."

Sofaer said jurors should not give any "evidentiary weight" to a witness's refusal to respond to a question on the basis of a "privilege," such as reporter's privilege. "For example, if a witness who is a reporter properly refused to answer a question on the ground that his answer would reveal identifying information about one of his sources, you may not rely on the fact of his refusal as a basis for inferring anything about whether or not he had a source, or what the source said, or the source's reliability. The proper assertion of this privilege may not be penalized."

The same was true for Sharon when he refused to provide certain information because of Israeli secrecy law, the judge said.

ALTERNATIVE TO MICROWAVE

Fiber optics facilitates Facsimile technology

BY PAUL KRUGLINSKI
presstime technical writer

Facsimile transmission, the technology of electronically moving newspaper pages to remote printing sites, continues to evolve and make inroads at dailies.

Hell Graphic Systems Inc., with the recent introduction of its flatbed scanner at The Dallas Morning News, became the sixth vendor to enter the facsimile newspaper market. The project marks the continuing progress of fiber optics as an alternative to microwave as a transmission medium [presstime, Sept. 1984, p. 26].

Recently, the Atlanta Journal and Constitution announced that fiber optics will link their downtown plant to the Norcross, Ga., printing facility now under construction.

Most of the newspapers that were innovators in early facsimile transmission now need to upgrade their equipment, experts say. Some of the advances they are pursuing include transmitting color separations via facsimile and attaining higher data transmission speeds without image degradation.

But the future is hazy in other respects.

The transmission medium used in most newspaper facsimile systems, microwave, may be headed for trouble because the frequency being used is jeopardized. The Federal Communications Commission wants to move all current microwave users off the 12-gigahertz bandwidth and allow direct-broadcast satellites to have exclusive occupancy of that frequency [presstime, Oct. 1983, p. 10]. The FCC is proposing to move current users to either the six or 18 GHz bandwidths.

Although DBS technology has not developed as rapidly as many had expected, the FCC is sticking to its plan despite opposition from ANPA on behalf of the newspaper business. The issue, however, has left individual newspapers wondering what to do.

Dailies considering dropping microwave transmission altogether must decide which land-line medium and vendor fit their needs, or whether a current glut of transponder space may make satellite transmission a cost-justifiable alternative for relatively short distances. However, many telecommunications experts believe that barring the unforeseen, satellites will not be a viable transmission route for "short hops."

Another area of uncertainty is which scanner technology best meets a given newspaper's needs.

Lattie R. Debarr of The Dallas Morning News feeds negatives into the scanner.

New flatbed unit. The facsimile transmission equipment linking The Dallas Morning News' downtown facility with its remote plant 18 miles away at Plano is the first North American installation of Hell Graphic's reading and writing flatbed laser scanner. The $500,000 system also uses several technologies that set it apart from other facsimile installations, according to James A. Keeley, vice president/operations.

The scanner, which uses argon laser optics, exposes negatives at the Plano facility from either page positives or negatives transmitted from Dallas, Keeley says. With the downtown operation being letterpress and the remote plant offset, the same negatives used to make the photopolymer letterpress plates double as copy for making the negatives at the Plano facility.

The two reading and two writing scanners each employ redundant electronics, he says, in the event any portion of the system fails. The scanner's flatbed architecture, which Hell Graphic claims is state-of-the-art, facilitates copy loading and unloading and minimizes mechanical problems.

Currently, the paper is scanning pages at a resolution of 1,000 lines per inch in less than one minute, Keeley says, but the system has the ability to scan at resolutions of 2,000 LPI.

Also, page separations of process color are being sent through the system.

Of interest to other newspapers is the fiber-optics link between the two facilities and the means by which it was accomplished, according to William D. Rinehart, ANPA vice president/technical.

The Morning News elected to use a dual fiber-optics link and transmission equipment under a lease agreement with Warner Amex Communications Inc., the holder of the Dallas-area cable television franchise. Fiber-optics lines were run along the cable franchise's rights-of-way for most of the distance between the newspaper's central plant and the Plano remote facility.

When planning the expansion project, Keeley says the paper discounted a copper-wire link as "yesterday's technology" requiring signal repeaters. It also decided against a microwave link because of the relatively long distance between the plants, FCC vacillation regarding changes in transmission bands, poor weather conditions and the burgeoning growth of the metropolitan Dallas area. New buildings could block the microwave system's required line of sight.

"With the growth that's going on around Dallas," Keeley notes, "there was no guarantee that we wouldn't be moving the repeater (tower) every few years."

The fiber-optics system is comprised of two separate routes of two lines each. The lines contain several optical fibers. Data flows from the downtown headquarters to the remote plant at Plano on one line and from Plano to Dallas on the other line. The two-line link is duplicated over another route to preclude one catastrophe from halting transmission. The project was complicated further because Warner Amex had to negotiate rights of way for the lines in communities it does not serve.

Art Simon, director of commercial services for Warner Amex, says the system can transmit data at 6.312 megabits per second. Each line has the ability to transmit at least 2,000 simultaneous telephone conversations.

The transmission capacity, Simon says, is four times that of a dedicated 1.544-megabit telephone line, known as a T1. The optical fibers require no repeaters, or signal amplification devices, thus rendering an error-free signal. Also, the link is impervious to external interference such as lightning and microwave transmission. In fact, both Simon and Keeley say the signal is so strong that it had to be attenuated at Plano's receivers to meet the paper's specifications.

The link allows the paper to circumvent the local telephone company and the problems of fluctuating telecommunications costs. The paper leases the fiber-optics system from Warner Amex "for a fixed rate that is guaranteed for the life of the contract," Keeley says.

The fiber optics also link the telephone systems between the two plants, Keeley says, and the paper is sending data for the circulation-truck manifests through the system. "We could eventually have a teleconferencing video system with Plano."

In many ways, the Morning News project shows how far facsimile transmission has progressed in a relatively short time. However, it also underscores the increasing complexity of transmitting pages to remote sites. More vendors are developing more advanced reading and writing scanners and, with telecommunications industry deregulation, more firms are marketing myriad alternatives to microwave transmission.

More ways to transmit. Two years ago, when the Morning News began planning for its expansion project, the paper considered coaxial cable, microwave and satellite along with fiber optics as telecommunications media.

"As little as seven years ago microwave and terrestrial T1 were the only choices" available to transmit to remote suburban plants, observes Bill Hider, vice president/telecommunications for USA Today.

With the proliferation of telecommunications firms and options, many people believe microwave has suffered as a transmission option.

"Privately owned microwave systems will be the last choice for telecommunications," says Owen McBrien, product manager/Laserite systems for the Gerber Scientific Instruments Co., formerly known as EOCOM.

The capital intensity of microwave systems, its continuing vulnerability and the FCC proposal to bar microwave users from the 12 GHz bandwidth will discourage its use, McBrien and others believe.

"We're moving away from microwave," says Bob Barnes, chief engineer for Wehco Media Inc., parent company of the Arkansas Democrat and other communications enterprises. The medium "is not cost justifiable any more" and "has become less attractive as a transmission medium, particularly for graphics."

Wehco was one of the first North American newspaper companies to use microwave for facsimile transmission of composed pages. In the last few years, Barnes says, the firm has "decentralized" its newsroom operations. It now uses microwave facilities almost exclusively for editorial purposes, such as coverage of special sporting events.

Hider and Barnes say the only economically justifiable reason for choosing microwave as a facsimile transmission medium is through a "common or institutional carrier" or "a right-of-way provider." In such an arrangement, the newspaper would lease time from a telephone, radio or television firm for transmitting pages and eliminate the headache of owning and operating the microwave system.

For papers bent on controlling their own telecommunications, however, microwave has no peer.

"Nobody's going to dig up our cable," notes Don Till, director of communications for The Washington Post, which uses microwave to transmit pages across the Potomac River to its Springfield, Va., plant.

For newspapers whose plants are separated by physical obstacles such as rivers or political boundaries such as state lines, Till points out, microwave has many advantages over land lines, including fiber optics. The added cost of surmounting the obstacle or negotiating the right of way is eliminated with microwave.

The Post transmits data over several bandwidths simultaneously, Till says, something only fiber optics can match.

"A well-designed microwave system shouldn't be written off," he says. "The

"We're moving away from microwave" because it's "not cost-justifiable any more" and "has become less attractive as a transmission medium, particularly for graphics."

Most newspapers, even those that have to consider color reproduction, are buying flatbed scanners. "Anytime you curve the pasteup, you have the potential for problems."

most that can be said is that microwave is not now the only way to transmit newspaper pages."

Microwave is especially cost-effective for transmitting over short distances.

For now, satellite transmission of newspaper pages continues to be uneconomical for such transmissions. But it can be feasible for longer distances, particularly to multiple sites. "Over 75 miles, you almost have to start looking at satellites," says ANPA's Rinehart.

Although there appears to be much transponder space available on satellites used by such papers as The New York Times, The Wall Street Journal and USA Today, the cost of renting the time still is prohibitively high for use in reaching nearby printing facilities, according to Rinehart.

Additionally, those newspapers that send data by satellite universally use high-priced data-compression equipment to reduce the time and expense of "broadband" transmission, says L.K. Rissanen, national sales manager for Crosfield Data Systems Inc.

"Such equipment costs $50,000 to $75,000 per unit," Rinehart says.

The data-compression process is prone to errors, too.

"It's not desirable to introduce another [gadget] into the system," Rissanen says. "You want to try to keep things as simple as possible."

Improving hardware. In contrast to the telecommunications aspects of facsimile transmission, scanners are getting simpler. While the number of vendors marketing facsimile reading and writing devices is increasing, the engineering options are actually fewer than they were a decade or so ago.

Technologically, "fax" hardware is divided into three camps: "flat field," "external revolving drum" and "internal curved field" scanners.

The Hell Graphic flatbed scanner at the Morning News is cousin to the flatbed devices marketed by Muirhead Inc., Gerber Scientific and Chemco Photoproducts Co. Muirhead still makes scanners with external revolving drums, but that technology appears to be waning. Gannett Co. uses scanners made by Ricoh Corp., which licenses the external revolving drum technology from Muirhead but incorporates newer laser optics for the production of USA Today. Only Crosfield Data markets solely the internal curved field technology in its scanners.

Essentially, flatbed scanners permit operators to scan pages or negatives on a flat surface, similar to the environment in which the pages were composed. On curved-field or revolving-drum scanners, though, the image must be mounted on a cylinder.

Taken at its simplest level, the quid pro quo between these two main approaches is the flatbed's ease of use and simplicity versus Crosfields' and Muirhead's less expensive technology. Some people believe drum technology offers truer image transmission without image degradation. With any of the systems, there are tradeoffs.

"Anytime you curve the pasteup, you have the potential for problems," notes Wehco's Barnes. Flat-field scanning, because of optics involving depth of field, "becomes more of a problem as you move into data compression."

While it may seem flatbed technology is winning out, given the number of vendors offering it, Crosfield's scanners account for about 45 percent of approximately 160 used by North American newspapers. In fact, the firm recently signed an agreement with The New York Times for installation of 22 Datrax units to increase speed and improve the resolution of the paper's fax operations.

Newspapers that are not forced to use satellites as the transmission conduit tend to prefer keeping the technologies involved to a minimum, say Barnes and other telecommunications experts.

"No matter how advanced readers and recorders get," Barnes points out, "there's always going to be a margin of error."

While the laser optics employed in today's scanners may be as good as they will ever be, many telecommunications experts believe the systems still could be improved considerably.

Within two years, vendors will have "minimized the mechanical aspects of the systems and made operations more automated," predicts USA Today's Hider.

Some of the advances he sees are "cartridge loading" of copy and either plates or film at the receiving, or writing, end. Beyond that, Hider believes much needs to be done to improve the quality and resolution of transmitted color separations, despite the belief that newspaper quality need not be as high as that of magazines.

However, others say the drive for improved quality at newspapers has begun already.

"The big trend with newspapers is to be able to produce quality," says Crosfield's Rissanen. "We're going to see newspapers starting to look more and more like magazines."

As more newspapers move toward totally electronic color-separation and pagination systems, Hider, Barnes and others see the eventual elimination of the copy-scanning portion of facsimile transmission.

In the computer architecture that Rissanen and others envision, the pages in their separated form would be maintained within electronic formats on the newspaper's host system. When transmitted, the data comprising the pages and separations would be sent to the writing device at the remote plant. There the data would actually be constructed into pages and separations.

"There's no reason why [facsimile writers] can't be the output device in a color-separation system," says Rissanen.

Many vendors and newspaper executives believe a direct link between the front end and the facsimile system would correct most of the transmission errors that currently occur. "If you eliminate the [read] scanning end, you have eliminated one of the sources of problems," Barnes says. "At that time, you'll see a tremendous improvement in the quality of newspapers."

But in the interim, the science of data transmission continues to progress. If common carriers, such as AT&T, GTE, MCI Communications and others, continue to lay fiber-optics networks at the rate they are, The Morning News project may become a model for newspaper facsimile transmission.

"Undoubtedly, in the next five to 10 years, common carriers will have long-distance fiber-optics systems in place that could offer newspapers relatively low-cost facsimile transmission for their newspaper pages and other telecommunications requirements," ANPA's Rinehart says. ☐

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PREPRINT GUIDELINES

To keep the machines in the automated mailroom running smoothly, make sure ad supplements arrive in the right sizes and in good condition

BY PAUL KRUGLINSKI
presstime technical writer

Advertising supplements can be one-sheet, postcard-size items printed on card stock, 24-page broadsheet products printed on newsprint, or anything in between. They can have envelopes, pockets, perforations or multiple folds. They don't have to be square or rectangular: They can be round or triangular. Whatever their configuration or makeup, they can wreak havoc in automated mailrooms—particularly if they arrive at newspapers damaged or improperly packaged.

Since preprints began inundating the business several years ago, the idea of standardization has been bandied about. Currently, there is no incentive for advertisers to standardize their supplements, according to newspaper executives. The advertisers put out what they believe will sell their products, regardless of the form.

For the newspaper that is hand-stuffing inserts into the newspaper "jacket," irregular sizes and shapes do not pose a big problem. "The smaller newspaper is probably doing it (inserting) manually and doesn't care how it comes in," notes Thomas W. Cooper, production director of The San Diego Union and Tribune.

But advanced inserting machines, to work effectively, must be fed preprints that are basically the same quality from one to the next. The preprints must also be in good condition when they reach the newspaper and packed so that the automated equipment can handle them.

To maintain some semblance of uniformity among advertisers, newspapers and commercial printers, dailies increasingly are providing guidelines on packaging preprints and keeping the lines of communications open among the parties involved.

Advertisers, rather than resisting having detailed guidelines imposed by newspapers, actually welcome them.

"I always call the newspapers we're inserting into to make sure we're following their guidelines," says Douglas R. Larsen, production manager for Earle Palmer Brown, a Bethesda, Md.-based advertising agent for the Safeway supermarket chain. "We like to follow the guidelines as closely as possible."

While having the guidelines included in the general advertising rate card is acceptable to Larsen, he prefers having the guides on a separate card.

"I would like to see a special rate card with everything all spelled out," he says.

Some newspapers, like the Chicago Sun-Times, have prepared such a card. One advantage in doing so is that it keeps a general rate card from becoming unwieldy.

Once a rate card gets too bulky, newspaper executives say, there's a chance the advertising department may cut out the preprint data.

In 1978, ANPA collected and published a sampling of guidelines that some newspapers were using. The object was to help newspapers develop rapport with advertisers, to give advertisers the newspaper requirements for handling preprints, and to provide the advertisers' commercial printers with some general specifications for preprint production.

While most of the 1978 guidelines are still applicable today, changes in web widths have altered some specifications.

Moreover, the volume of free-standing inserts handled by newspapers has grown significantly—from 24 billion in 1978 to 35.7 billion in 1983, the last year for which estimates are available from the Newspaper Advertising Bureau. For that reason alone, Gene McDavid, vice president and general manager of the Houston Chronicle and chairman of the task force that collected the guidelines, says it may be a good idea for newspapers to take another look at their preprint policies.

"It's a matter of doing right by the customer in the end," he says.

Whether the guidelines are included in the paper's general rate card, preprint rate card or some materials-handling manual, McDavid suggests that they cover:

- *Acceptability requirements.* Many newspapers reserve the right to reject preprints arbitrarily, while others request

Preprint guidelines are essential for modern-mailroom efficiency.

samples of preprints that are in any way unusual. Some papers apply surcharges to potentially troublesome preprints.

- *The quantities supplied.* Advertisers are often asked to confirm print orders just prior to printing. Some papers advise advertisers on the waste factor involved with inserting different preprints and ask them to allow for a certain amount of spoilage. Other papers print disclaimers to cover any shortages that develop.
- *The dimensions of the preprints.* Some papers have established minimums for the number of pages per preprint and the thickness of the paper stock. Some also require that preprints be cut to a certain size and have folds of specified dimensions. Newspaper experts say the fold dimensions have changed with introduction last year of expanded Standard Advertising Units.
- *The pallet requirements.* Newspapers frequently require that preprints be palletized in a specific manner to validate counts easily and to facilitate handling. Other requirements can include that pallets be non-returnable and have a height limitation.

On the matter of the condition of preprints when they reach the newspaper, production experts note that improperly packaged and hence damaged preprints can jam automated mailroom equipment, and that heavy, improperly stacked inserts can impede both automated and manual mailroom operations.

"Once preprints are damaged," observes John J. Ford, ANPA manager/technical services, "there's not much you can do with them."

For these reasons, ANPA has suggested that:

- All preprinted sections be neatly bundled and stacked on the skids and tied with a minimum of four bands. Fully packed cartons of smaller preprints should not exceed 40 pounds.
- The tops of skids be the same size as the bottom, and preprints not extend beyond the edges of the pallet. Protective covering be placed on the tops and bottoms of skids, and cardboard sheets separate tiers of bundles.
- Folded edges of the preprints be positioned toward the center of the pallet. The sections should be flat with taut folds free of rolled edges, wrinkles and other distortions.
- Preprinted supplements, cards and envelopes not be tied together with wire, rope, string or rubber bands.

Copies of the original ANPA preprint guidelines are available from the Technical Services Department at The Newspaper Center in Reston. ☐

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PROFILE

Loren Ghiglione

Author, world traveler, national and regional leader, he shatters the stereotype of small-town editor and publisher

BY MARCIA RUTH
presstime staff writer

How does the publisher of an obscure 6,300-circulation daily become a national leader among U.S. journalists?

Watch Loren Ghiglione, publisher and editor of The News in Southbridge, Mass.

Sixteen years ago, at the age of 28, he brought the "dream to put out my own paper" to reality by purchasing what was then a six-page daily and making his home in its small New England factory town of less than 17,000.

This year, after marshaling the largest committee of the American Society of Newspaper Editors—on minority employment—he was the driving force behind the creation of an industry-wide steering committee to tackle this issue [presstime, March 1985, p. 67].

Only in the past few months did Ghiglione take steps to expand his ownership base beyond Southbridge, purchasing the Bristol Press, a 20,000-circulation Connecticut daily, plus two weeklies. In the 16 years since he bought The News, which has doubled in number of pages, he has added six free and five paid weeklies, for a combined circulation of 134,000 for Southbridge-based Worcester County Newspapers.

"He's a phenomenal person," says Richard D. Smyser, editor of The Oak Ridger in Tennessee, who as ASNE president appointed Ghiglione to chair the Minorities Committee last year. "Full of energy . . . very inspiring. . . . He's a true intellectual. He understands reality and he's got that drive," says Smyser. "I knew if you can get him involved in something, he would be totally involved."

Total involvement is the hallmark of Loren Ghiglione.

When he arrived in Southbridge in 1969, Ghiglione brought credentials that suggested he had no intention of fading gently into small-town obscurity. The former editor of Haverford (Pa.) college's newspaper, he had earned a law degree and a master's in urban studies from Yale University, and a doctorate in American civilization from George Washington University.

One of his first endeavors after purchasing the tiny Southbridge daily was to publish two special sections critiquing his paper. Then came a third giving the same treatment to the rest of Massachusetts' dailies.

In 1973, he initiated the New England Daily Newspaper Survey, drawing the critical eyes of nationally known journalism professors and editors to the tradition-bound region. Comments such as, "If the editorial page is the newspaper's soul, then a large number of New England dailies are in danger of going to hell," caused some unhappy newspaper executives to refer to the the 370-page volume as the "black book." But others acknowledge that the work had positive results, such as helping to eliminate many "canned editorials," which the study said were used by one-third of the dailies surveyed.

Ghiglione was "a controversial guest" at local newspaper meetings for a few years, chuckles Campbell B. Niven, publisher of the Times Record in Brunswick, Maine. But the brash young publisher-editor was no hit-and-run critic. He stayed on to become president of both the New England Press Association and the New England Society of Newspaper Editors.

When E. Bartlett Barnes, a member of the NEPA board to which Ghiglione first brought his survey proposal, sold his Bristol Press this January, he said he was "very comfortable" with Ghiglione as the new owner. "He's got the same kind of philosophy," says Barnes, retiring at 77 as publisher of the 114-year-old paper his family had owned for 83 years.

Though raised in New York and California, Ghiglione fits right in with New England family traditions, says William Patton Jr., NEPA executive director. Loren's wife Nancy, a Bryn Mawr College history major, is vice president of Worcester County Newspapers, and their daughters Laura and Jessica, now seven and 12, have virtually grown up in the newsroom.

Critical of the growing dominance of group-owned over independent-owned newspapers, Ghiglione edited a book, *The Buying and Selling of America's Newspapers*, which begins, "The daily newspapers of the United States are being put in chains, newspaper chains."

"I think the newspaper industry needs new faces running papers, and I'm not just talking about hired hands," he says. "It needs entrepreneurial types who have a love of a newspaper as a news medium, and the prices have been bid up so high that entry into the field is virtually impossible. That depresses me, because I think newspapers would be healthier if there were more people out there who saw themselves putting out their own paper, not at retirement age, but when they're 'full of beans.'"

"Full of beans" he is. "Up 'till 2 a.m. and in the office at 6:30 in the morning," says The News' executive editor, George Geers. "He reads so fast. There is so much he has to say." And to see. Trips to Europe, China, the Middle East, Central America and Russia provide food for The News' editorial pages. He has written 107 pieces so far on national defense. Currently, he is collaborating on a book on news coverage of nuclear arms.

What's next for Ghiglione? Perhaps Africa, India, Vietnam, Tibet or a return trip to China, a book on Soviet journalists, or an update of his doctoral thesis on 20th century press criticism, reviving the interest he pursued as a member of the National News Council. He's already edited a book on editors. But the one he's always wanted to write would be based on his collection of fictional characterizations of journalists—already up to about 700. "What the people out there think about the press is based about as much on fiction as on reading [newspapers]," he says.

Including stereotypes of small town editors and publishers? ☐

With an efficiency, used car, peanut butter and byline, what more could one want?

BY STEVE NASH

I finished my work on a survey of wages and salaries at weekly and small-circulation (to 21,000) daily newspapers in Virginia recently. And I found myself wondering, after the figures were totaled, about questions that don't get answered in such surveys.

For instance, what's it like, as a reporter, to make ends meet on a salary of something over $11,000? That was the average among the 44 papers that participated in our survey, and the pay dipped below $9,000 in some cases.

No one feels that he gets paid what he's worth, and nothing could afflict a newspaper's profit margin with something like anorexia faster than an ill-advised round of raises in the editorial department.

But the question nagged at me just the same: What does $11,000 buy for a hypothetical reporter these days in a modest-sized Virginia community with a rip-snorting newspaper? What's it like, for example, where you live? I browsed for answers in the grocery ads and the classifieds of some of our survey participants. Let's compare notes.

Efficiency apartments were going for about $200 a month in most places—sometimes more.

Then, a car. A salesman who talked with me over the phone said that for nothing down and $150 a month, I can get a five-year-old Chevy Citation with 80,000 miles on it. Add a tank of gas a week at $10, or $45 a month, and repairs and maintenance averaging, say, another $50 a month with gingerly driving and a lot of luck. Insurance? A woman of 22 with an honorable driving record will pay $409.20 a year in a rural county, my agent tells me. (Most journalism students are women, these days, at my university and nationally.)

We've spent about $5,749 so far and have almost half the salary left over.

Am I talking your game out there?

Well, let's see: clothes. I'd say the smartly dressed if somewhat frayed reporter can get by on $250 a year if she doesn't care anything about clothes, plus $50 for dry cleaning, in case the car breaks down on the way to night story assignments and warrants on-the-road repairs.

Steve Nash

Food's tougher to estimate. I need something quick and dirty. Anyway, it's pretty obvious by now that Ms. Hypothetical is getting by in style.

So figure orange juice, coffee and a sausage biscuit at McDonald's for breakfast at $1.80, and a Big Mac and a chocolate shake at night for $2.10. All year long. For lunch, peanut butter sandwiches and apple juice. You check your grocery ads. The ones I saw had 28 ounces of peanut butter for $2.49, a 22-ounce loaf of bread for 45 cents, and 48 ounces of apple juice at 85 cents. That's enough for a week. Multiply by 52. Throw in a can of Budweiser to wash it down with every third day, at the sale price, and the year's food bill comes to $1,668.38.

Reporters don't get sick, so we can skip medical bills, and they haven't got time for entertainment, either. But there are some other extras: toothpaste to get rid of the peanut-butter aftertaste, two dental checkups, laundromat tariff and the like, $500; phone bills, with the new anti-trust discount, $120. Running total $8,337.

Heck, I thought, with a margin of $2,700 a year, that reporter can invest in blue-chip stocks, take a trip to Disneyland, buy a younger car or get married! Terrific!

My brief idyll melted away when I recalled our reporter's patriotic obligations to the President, Virginia, and a secure retirement. I make Social Security out at $770, and state and federal taxes at $1,664. That leaves us at $10,771, with a handsome $229 at year's end for Christmas presents, a valve job and a movie. Dutch, of course.

I leave the fairness of my cost-of-living estimates for you to judge, but remember, that $11,000 isn't a starting wage—it's near average, in our survey.

For comparison, a University of Richmond 1984 liberal arts graduate's *first* job paid, on average, $16,458. That's not just a different ballpark. If we're talking about recruiting good students to the profession, it's a different league.

There is no appeal from the bottom line and the need for a fair profit, and I would be the last to presume that any and all publishers could improve the pay picture. Nor is this just Virginia's problem. Southern Newspaper Publishers Association payroll surveys show similar figures for comparable circulation classes.

But is there a bare possibility that some newspapers can afford more, and that it's time for a review of the pay schedules? I hope so. If not, the consequences for quality and commitment in editorial employees are inescapable.

On the other hand, I told myself not to worry. Good reporters, as everyone knows, are very smart, but paradoxically and quite unlike other smart people, they don't care about money. All they really want is a by-line and a working phone—and a year's supply of peanut butter. ☐

Nash is journalism coordinator at the University of Richmond. He was a newspaper reporter for five years in North Carolina and California before entering journalism education. This article appeared originally in the newspaper of the Virginia Press Association, Virginia's Press.

COURTS

Free weeklies file antitrust suit against Nebraska dailies

The publisher of a group of free distribution weekly newspapers in Lincoln, Neb., has filed an antitrust suit against the State Journal Co., publisher of the Lincoln (Neb.) Journal, and Lee Enterprises, publisher of The Lincoln Star, in connection with a shopper publication and a commercial printing operation.

Also named as a defendant is the Journal-Star Printing Co., which performs non-editorial functions for the papers in a joint operating agreement.

Sun Newspapers of Lincoln alleges the defendants have "monopoly power" in the daily and Sunday newspaper markets and are attempting to expand that monopoly to the weekly and shopper market through Value Plus, a shopper distributed free to non-subscribers.

It also charges them with bidding for commercial printing jobs at prices below cost.

And it says that distributing the shopper and engaging in commercial printing are not activities exempted from antitrust laws by the Newspaper Preservation Act, which permits JOAs.

Paul McCue, general manager and chief operating officer of the Journal-Star Printing Co., had no comment on the suit.

COURT BRIEFS

- A three-judge panel of the 9th U.S. Circuit Court of Appeals ruled that awarding **exclusive cable-TV franchises** when public utility facilities can accommodate more than one cable company violates the First Amendment.

The March 1 ruling, on an appeal by Preferred Communications Inc., sends the case back to a U.S. District Court, which had dismissed it. Preferred sued when Los Angeles denied its request for permission to string its cable in a section of the city because it had refused to take part in the franchise bidding process.

- A Court of Common Pleas judge March 13 **dismissed a libel suit against The Philadelphia Inquirer** filed by four Philadelphia police officers over a series of articles for which the newspaper won the 1978 Pulitzer Prize for public service.

Judge Charles A. Lord, who said the officers were public figures at the time the articles were published, found there was no evidence of actual malice on the part of the newspaper.

- A hearing is scheduled April 4 in U.S. District Court in Camden, N.J., on a motion by the Los Angeles Times-Washington Post News Service to dismiss an antitrust suit brought against it by The Gloucester County Times of Woodbury, N.J.

The paper alleges the **news service's exclusive contract** with The Philadelphia Inquirer is a trade restraint violating the Sherman Act.

- The Kentucky Supreme Court has upheld a lower court order requiring reporters for the Lexington Herald-Leader to **make their notes available** in the pre-trial discovery process to the plaintiffs in a libel suit against the newspaper. The order allows the newspaper's attorney to delete the names of sources and any other portions of the notes that do not refer to the issues raised in the case.

- The Supreme Court of Georgia announced that beginning July 1 the state's trial judges will have the discretion to permit **photographic coverage of trials.** Previously, trial courts had to seek approval from the Supreme Court.

- Utah news media organizations are continuing their protest of the federal Mine Safety and Health Administration's conduct of its inquiry into the 1984 Wilberg Mine disaster in which 27 miners were killed.

U.S. District Court Judge David K. Winder Feb. 1 ruled that the MSHA could not continue to conduct **hearings that excluded the public and the press,** but he permitted MSHA to conduct investigatory interviews in private.

- The U.S. Supreme Court has affirmed a lower court ruling that invalidated Indiana's law prohibiting the **disclosure of information** in sealed court records before a defendant has been arrested.

The Greensburg Daily News challenged the law after a Decatur County judge ordered it not to publish a story identifying a suspect in an arson case.

Supreme Court leaves intact ruling on circulation district managers

The U.S. Supreme Court has left standing a decision holding that circulation district managers of The Oakland Press in Pontiac, Mich., are supervisors.

The decision by the 6th U.S. Circuit Court of Appeals rejected a contention of Local 372 of the Teamsters that the newspaper was "equitably estopped"—that is, bound by a prior action—from claiming the district managers are supervisors exempt from coverage under the Taft-Hartley Act [presstime, Aug. 1984, p. 49].

At one time, when the company's juvenile carriers were characterized as independent contractors, the company had recognized the district managers as employees covered by the act and they were represented by the union. In 1976, however, the newspaper reversed its position and refused to bargain with the union, claiming the district managers were actually supervisors. The union then filed an unfair labor practice charge with the NLRB.

The board subsequently found that the carriers were employees and that the district managers were their supervisors.

The 6th Circuit affirmed the board's decision but remanded the case on the narrow issue of equitable estoppel. The union appealed to the court after the board upheld the company's position.

ANPA panel to study state libel issues

The ANPA Legal Affairs Committee has formed a sub-group to review punitive damages and other libel issues governed by state laws.

The group will review the February recommendation of an American Medical Association task force that a federal law be enacted to provide incentives to states to change their tort laws so as to eliminate punitive damages in malpractice cases.

It also will look at the proposal of the Reporters Committee for Freedom of the Press for a federal law to limit or eliminate punitive damages in public-figure libel cases [presstime, Jan. 1983, p. 14].

The group was formed during the Legal Affairs Committee's March 6 meeting in Washington, D.C.

Judge says this libel suit was a 'petulant' action

Editor's note: Some of the strongest and clearest language on libel to come down from a bench in some time was issued Feb. 11 by Pinellas County, Fla., Circuit Judge Maynard F. Swanson Jr. Swanson granted the St. Petersburg Times' motion to dismiss a television station's libel suit against it and Times television critic Karl N. Vick. At issue were columns in which Vick commented on employment and other practices at WTSP-TV. The station said it will file an amended complaint. Following are excerpts from Swanson's order.

Maynard Swanson Jr.

Under Florida law publishing a written defamatory statement is actionable only if the statement contains false assertions. To permit a plaintiff to sue for damages for defamatory written statements that insinuated bad things without requiring that some of those statements also be false, is not only not permitted but is prohibited by the U.S. and Florida constitutional prohibition on restrictions of free speech and free press. To do as Plaintiffs request would permit judges and juries to sit as "super editors" of written statements, judging whether in their opinion the written statements conformed to some nebulous standard of good taste or nicety. This is repugnant to our constitutional republic and would be a dangerous erosion of the rights of speech and press.

Plaintiffs are public figures. Plaintiff corporation exists solely for the purpose of broadcasting electronic signals over the public airwaves to any member of the public who chooses to listen or watch, with no right of the Plaintiff corporation to prohibit anyone from watching or listening to its signals. Furthermore, Plaintiff corporation is subject to the continuous scrutiny and licensing of a public agency (the Federal Communications Commission), which . . . encourages public scrutiny and comment on the operations of Plaintiff corporation. The individual Plaintiff in his capacity as manager of Plaintiff corporation must share in the limelight. How much more public can any person or corporation be?

The complaint fails to set forth the truth of statements alleged to be false.

The alleged false statements were all contained in written articles clearly labeled as criticism and were not presented so as to imply that they were news. The common definition of criticism is the act of passing judgment as to the merits of anything or the act of passing severe judgment; censure; fault finding. Anyone reading the articles in question should have expected them to be judgmental and possibly censurous. At what point does criticism become defamation and actionable if falsity is not required? Plaintiffs' complaint represents a dangerous cooling of the freedom of speech and the right of persons to freely and publicly criticize what they don't like. . . .

Plaintiff corporation had its own means to rebut the alleged defamation by broadcasting such rebuttals over the public airwaves it is licensed to use, possibly reaching more persons than those who read Defendants' alleged defamation. In doing so Plaintiffs and Defendants would then be engaging in a public dialogue and debate that is so very desirable in our democratic society. The law of libel should distinguish between persons who have equal or greater opportunity to rebut libelous statements to the same audience than the libelor and persons who have no opportunity to rebut and are subject to the whims of a monopoly press or electronic media.

Plaintiff's complaint is a petulant response to the alleged defamation by Defendants, and it appears to be motivated more by desire to quiet the criticism of a competitor than to redress any wrongs done to it.

The excessive litigiousness of many Americans to which Chief Justice Warren E. Burger so often complains is amply demonstrated by this complaint, a veritable tempest in a very small teapot. □

REGULATIONS

Two attorneys named to NLRB

President Reagan has nominated a career government attorney and a management attorney to fill two vacancies on the five-member NLRB.

The board has been operating with but three members since Don A. Zimmerman left Dec. 16 [**presstime**, Dec. 1984, p. 54].

The nominees are Wilford W. Johansen, 56, the NLRB regional director in Los Angeles, and Marshall B. Babson, 39, a partner in a New Haven, Conn., law firm.

Johansen has the endorsement of organized labor.

"He's neutral, is a career employee and knows the law," said AFL-CIO spokesman Murray Seeger. He said the federation has not taken a position on Babson but is "looking into his record." □

REGULATORY NOTES

- ANPA, following approval by its Telecommunications and Executive committees, proposed March 11 that it be certified by the Federal Communications Commission as the **"frequency coordinating committee"** for the Relay Press Radio Service, a block of frequencies for two-way radio communication use by newspapers and wire services.

The Association said it would contract with a consulting engineer to do the preliminary processing of applications. A committee of ANPA members would then act on the applications before forwarding them to the FCC [**presstime**, March 1985, p. 37].

- ANPA has urged the FCC to act "without further delay" on a petition by **Cox Cable Communications Inc.** for a ruling that the commission has pre-empted local regulation of the use of cable TV for two-way data transmission.

Cox appealed to the FCC in April 1983 after the Nebraska Public Service Commission ruled that Cox must apply for certification as a common carrier for two services it was offering or planned to offer in Omaha [**presstime**, Nov. 1984, p. 37].

- The Internal Revenue Service hopes to award a contract this year for an automated service to **monitor the media coverage** its press releases receive.

The IRS plans to contract with a firm that would search newspapers and other publications for references to tax information and, using a computer, match the stories with IRS releases.

Newspaper business weighs options for response on tax issue

The newspaper business has to move fast if it intends to try to convince congressional drafters of tax simplification measures not to press for provisions changing the tax treatment of circulation expenses, the ANPA Government Affairs Committee has been told.

Two bills currently are before Congress that would require circulation expenses to be amortized over five or 10 year periods instead of being deducted in the year in which they occur, as the current law allows [**presstime**, March 1985, p. 36].

The prospects for the legislation were discussed at the March 7-8 meeting of the committee in Washington, D.C.

James H. Davidson, a Washington, D.C., attorney who is working with ANPA to determine the effect such changes would have on newspapers, said he expected new Treasury Secretary James A. Baker III to consult with the authors of those bills, Sens. Bill Bradley (D-N.J.) and Robert W. Kasten Jr. (R-Wis.) and Reps. Richard A. Gephardt (D-Mo.) and Jack Kemp (R-N.Y.), as his department revises its tax proposal. The original Treasury tax package did not include any change in the tax treatment of circulation expenses.

Noting that Baker has said he wants the new proposal finalized in early May, Davidson told the newspaper executives: "We have between four and six weeks to make a case."

Media attorney Floyd Abrams told the committee that it is time "for the press to make its peace with the existence of libel law." Although libel law poses some major problems for the press, he said, some of the law also serves the public interest.

ANPA Chairman and President Richard J.V. Johnson (right) meets with NNA President Eugene D. Johnson at the NNA Government Affairs Conference.

"What we—you—must learn to do, I submit, is to live with libel law and to change libel law to make it work" to protect the public "without inhibiting the journalistic resolve or ability to go about your business."

He suggested that one way to do that is to "try to deal directly, either at the state legislative or state or federal judicial level, with the genuinely threatening problems libel law now does pose."

The first problem that should be addressed, he said, is large monetary judgments. He said punitive damages should be abolished, and suggested efforts toward making summary judgment "far more available in libel suits."

Abrams also said the media should "push, on a case-by-case basis, for expanded uses of special questions to jurors" as occurred recently in the Sharon libel trial. (See story, p. 24.)

In other business, the committee received status reports on legislative efforts in the states to regulate the use of video display terminals. (See story, this page.) It also was informed of a national coalition in which ANPA is involved that will serve as a clearinghouse for information on VDT use [**presstime**, March 1985, p. 72].

Committee Chairman George W. Wilson, publisher of the Concord (N.H.) Monitor, said ANPA will be hiring a staff member to follow legislative initiatives, such as VDT bills, in the states.

The committee said it will explore the possibility of seeking changes in congressional rules to ensure that bills that would provide exemptions to the Freedom of Information Act are considered by committees with jurisdiction over the FOIA. Press groups have had a difficult time tracking such legislation.

It also endorsed ANPA's involvement in the Free Marketing Coalition, a group of media organizations working against governmental restrictions on alcoholic-beverage advertising.

Meeting at the same time as the ANPA committee, and in the same hotel, was the annual Government Affairs Conference of the National Newspaper Association. The conference attracted a record 475 participants. ☐

Half of all states considering VDT legislation

Legislation to regulate video display terminals is now pending or is expected to be introduced in almost half the legislatures in the United States.

In Oregon, a bill that would authorize the state director of workers' compensation to develop voluntary guidelines for the selection, installation and use of VDTs was passed by the state's Senate and sent to the House.

Testifying Feb. 27 on behalf of the Oregon Newspaper Publishers Association, ANPA Director/Technical Research George Cashau told the House Labor Committee that guidelines on such matters as furniture height, style, keyboard angles and screen phosphor should not be prescribed by government.

Rather, Cashau said, the natural forces of the marketplace should be allowed to operate: Penalize a manufacturer selling ergonomically inferior VDTs and furniture and reward a manufacturer that produces a quality product.

He reported that more than 60,000 VDTs are now in use in the newspaper industry in the United States.

ANPA Manager/Environmental Services Richard W. Neergaard testified along the same vein March 5 before the Maryland House Economic Matters Committee on behalf of the Maryland-D.C.-Delaware Press Association. Subsequently, the committee reported the bill unfavorably.

In Iowa, there was a joint hearing March 19 by the Senate State Government Committee and House Labor and Industrial Relations Committee.

Other hearings scheduled before legislative bodies include: March 28 in California, April 2 in West Virginia and April 11 in Massachusetts.

In Rhode Island, a VDT study commission voted 8-2 against recommending VDT legislation [**presstime**, June 1984, p. 37]. The commission found "no conclusive evidence which indicates any detrimental effects on terminal users from radiation," and concluded that there was no need for regulation of VDTs.

The commission did recommend that the U.S. Congress fund scientific studies on VDTs in the areas of emissions, user comfort and stress. It also recommended that the Rhode Island Department of Labor develop a brochure and training program on users' comfort. ☐

Minority training programs varied and expanding

After years of complaining that there are not enough minority journalists to go around—not enough being turned out by journalism schools or not enough coming up through the pipeline from smaller papers—an increasing number of newspapers are creating their own job candidates.

Large and small, they are reaching down into high schools with programs designed to pique interest early and to encourage long-term commitment to journalism as a career. At the college level, newspapers are reaching beyond the few minority students already tracked into journalism programs.

In Syracuse, the Newhouse Newspapers-owned dailies started a new program in February for high school students. They receive course credit for journalism classes held at the newspaper office three days a week. This year, one or two top performers will be offered full-tuition scholarships at Syracuse University's S.I. Newhouse School of Public Communications and part-time jobs at one of the newspapers.

Stephen D. Cannerelli, Syracuse Newspapers

Education reporter Jay Goldman of the Syracuse Herald-Journal explains the newspaper production process to minority high-school students.

"We really think if we can tap into talent in our own backyard, we would be dealing with people who have a stake here, who feel comfortable in this city. . . . (who are) not leaving to take jobs elsewhere," says Timothy D. Bunn, managing editor of the evening Herald-Journal and Sunday Herald American.

While Syracuse is focusing on local talent, the Los Angeles Times is completing the first year of a program aimed at selecting the cream of national candidates and honing their skills for jobs at the nation's large metropolitan dailies.

Judging from the job offers tendered so far, the Minority Editorial Training Program, or METPRO, has succeeded in its objective. One of the seven participants has already accepted a reporting job with the Dallas Times Herald and another with the St. Petersburg Times. At press time, the other five were weighing a variety of offers.

The 11-month program, funded half by the Times and half by The Times Mirror Co., is divided into several segments. For the first eight weeks, it's "back to basics" with full days devoted to the equivalent of academic journalism courses, said METPRO Director Ron Harris, an assistant metro editor at the Los Angeles Times.

For the next two months, the participants are assigned to the police beat. Then they write for one of the Times' twice-weekly suburban editions. Finally, they spend five months with the Times' regular daily operation.

Throughout this process, their work is carefully edited by Times staffers, and as they move through the program, more of their stories are published in the paper.

A diverse group, the first seven are graduates of institutions as different as Harvard University and a small black Southern college. Competition for METPRO is intense. This year there are about 200 applicants for what will probably be ten places in the class of 1985-86.

There are also a number of programs designed to attract minorities to small papers, which historically have had lower minority representation than metropolitan dailies [presstime, Aug. 1984, p. 14].

- Landmark Community Newspapers, a division of Landmark Communications, has placed a minority journalist on the corporate payroll, waiting for an appropriate opening at one of its 26 small weeklies or dailies.

Landmark is doing this to avoid one of the most frequent Catch 22s of small papers seeking specific applicants—that their openings do not always coincide with the appearance of a minority candidate, and their staffs are too small to take an extra person on the payroll until a position opens up.

- In Florida, the Tallahassee Democrat is nearing the end of the first year of a minority intern program, worked out on a semester basis with the School of Journalism at Florida A & M University and supported by funds from Knight-Ridder Newspapers.

This program appears to have broken through another frequently cited barrier to hiring minority graduates of journalism schools—that only a small percentage aim for jobs with newspapers. "Most of them came not as print majors, but in broadcast and public relations," said Managing Editor William C. Fuller. "But a significant number" from the first group of 12, he said, "have suddenly decided their real heart is in print journalism."

Three former interns are now on the Democrat's payroll, and at least one of the others has been hired by another small Florida paper. ☐

New Committee focus is on everyday phone concerns

Prior to the AT&T divestiture, many in the newspaper business focused on the breakup's potential impact on electronic publishing. But the breakup also has widely affected daily telecommunications—such as telephone service—at newspapers.

The fast-growing range of telecommunications services and suppliers represents a new focus for the ANPA Telecommunications Committee. The group addressed some of the emerging concerns at its meeting March 5-7 in Washington, D.C.

The committee also established a task force to examine the development of communications networks and accompanying technical standards. And it recommended that ANPA take several actions on the telecommunications regulatory front.

Concerning daily problems faced by newspapers in a post-divestiture world, William G. Hooper, director of telecommunications consulting services for Price Waterhouse, sketched a broad range. It included minimizing telephone costs and finding managers with the expertise to make telecommunications decisions.

The AT&T breakup, while helping to lower long distance rates and foster an array of new products, has a "down side," said Hooper, who has been a consultant for the Chicago-based Tribune Co. Newspapers have to deal, he said, with a new set of suppliers, faster obsolescence of equipment and worries about whether suppliers will be around following a shakeout period.

Telecommunications products now generally have a competitive life cyle lasting not more than three years, Hooper said.

The Tribune Co.'s James Longson said that before divestiture the company took a passive approach to telecommunications: "We placed orders; they (AT&T) provided service."

Telecommunications was regarded as a utility like lights or water, or more generally, a service, where given the cost, use should be minimized. Now the Tribune Co. considers telecommunications equipment assets to be used as productively as possible, said the vice president of strategic planning and development.

Committee Chairman Uzal H. Martz Jr. tapped Leonard P. Foreman, director of planning and chief economist for The New York Times Co., to lead the new task force.

Besides studying growth in communications networks, the task force will consider ways to make videotex services more accessible to personal computers.

In a discussion of public-policy issues, the committee recommended to the ANPA Board of Directors that the Association file comments in a Department of Commerce proceeding involving local packet-switching networks.

The committee also suggested that Association officials meet with representatives of Bell Atlantic to suggest ways the company can structure its audiotex tariff so as not to derive revenue from the information part of the service. If Bell Atlantic will not restructure the tariff, the committee recommended that ANPA consider filing a complaint with U.S. District Judge Harold H. Greene.

Chesapeake and Potomac Telephone Co.—a part of Bell Atlantic—has proposed offering audiotex services in Virginia, Maryland and the District of Columbia. ANPA has said the tariff, as currently structured, would be inconsistent with provisions of the AT&T antitrust consent decree [presstime, Oct. 1984, p. 28.]

In addition, the committee recommended that ANPA participate in Federal Communications Commission proceedings on information services delivered over cable television systems. The committee believes information services should not be regulated.

In other business:

- Plans were sketched for a transmission service called X*Press, which Data Cable, a recently formed company, plans to introduce.

The service is intended to link information providers, which could include local newspapers, via satellite and cable television lines to subscribers. The partners in Data Cable are Telecrafter Corp. and Tele-Communications Inc., a company that Kearns-Tribune Corp., publisher of The Salt Lake Tribune, helped start. Kearns-Tribune now owns about 8 percent of TCI.

- Jack C. Clifford, chairman of Colony Communications Inc., told the committee that his cable company has been highly successful in attracting advertising. Clifford said Colony has per-subscriber advertising revenues that are five to seven times the industry average. Colony is a wholly-owned cable television subsidiary of the Providence Journal Co. ☐

Business booms after videotex service drops news

Cowles Publishing Co., publisher of The Spokesman-Review and Spokane Chronicle, is finding its videotex subscribers are much more interested in talking with each other electronically than in news.

During January, the company cut monthly subscriber rates from $9.95 to $5 as it stopped offering news over its videotex service. Until last October, the monthly rate was $19.95.

Since January, the number of paying customers has more than doubled. Shaun Higgins, director of electronic publishing, said the service had about 140 paying customers in mid-March, compared with 65 in December.

The company laid off the two employees who edited wire copy and local news for the news service.

Under the new setup, existing Cowles Publishing staff and equipment cover all the services' needs. The only extra expense is for telephone-line charges, said Higgins, who is also manager of consumer marketing and public relations for the company. The videotex service is profitable under this arrangment, he said.

Higgins said some telling numbers emerged during a December survey at what subscribers read. The most popular news item, the news digest—if called up by every subscriber once a day during that month—would have been used 2,015 times. It was used 60 times. But subscribers used an electronic bulletin board about 900 times, he said.

The current service is "very much like electronic mail," offering "mailboxes" at the receiving computers and an electronic bulletin board for the system's users. The software also lets subscribers play an electronic question-and-answer game, called Dr. Know, with the Cowles computer.

Before dropping the price to $5, the company tried for a short time charging $9.95 a month while keeping the news format and adding new features. Few new subscribers signed up until the fee dropped to $5, Higgins said.

At the initial rate and format, the product was "higher priced than a newspaper" but "less convenient to use," he said. "That's a hard sell."

Higgins said he still believes videotex has a future at newspaper companies, but the service will "have to be more than news" to be able to charge enough to make it profitable. ☐

Greene says he's 'comfortable' with AT&T breakup

A disarming Judge Harold H. Greene, facing a roomful of newspaper executives March 7, defended his role in the AT&T breakup but said he could claim neither the praise nor the blame.

Greene, addressing a joint meeting of the ANPA Telecommunications and Government Affairs committees, said the antitrust lawsuit leading to the breakup was brought and settled by the Justice Department, which filed the suit in 1974 and played a key role in its settlement.

But a recent Fortune article called Greene "the national telecommunications judge" and noted his background includes such achievements as drafting language for the Civil Rights Act of 1964 and the Voting Rights Act of 1965—both while he was working at the Justice Department.

Greene, who presided over the breakup from the bench of the U.S. District Court, Washington, D.C., told the newspaper executives, "I'm perfectly comfortable with the decree and the breakup." During his talk, he concentrated on effects of increased competition resulting from the breakup. He touched only briefly on the seven-year ban against AT&T's involvement in electronic publishing.

While acknowledging problems with service and phone bills that have followed divestiture, Greene said "those things will sort themselves out." In the meantime, competition has helped lower long-distance rates and has brought pressure for innovation, he said.

Greene suggested that innovations in telephones could have been available 10 to 20 years ago, but they have only recently reached the market because of competitive pressure.

The same forces, Greene said, will spur innovation on a broad scale, allowing the nation to reap benefits "long after the problem of how to read the telephone bill will have been forgotten."

In his speech, Greene traced the history and legal rationale for the breakup of AT&T and guidelines for local Bell operating companies' expansion into other businesses.

Greene presided over the case from 1978 through the 11-month trial that resulted in settlement and the August 1982 consent decree [**presstime**, Jan. 1984, p. 10].

For seven years, the judge said, Congress had the opportunity to deal with issues in the pending case. But it did not act. Defending the judiciary's role, Greene said, "You can't just say, 'Well, it would be nice if someone else took action.'"

After the decree was proposed, 120 groups or individuals, including ANPA and half the states, filed comments. "Not one of the comments said the breakup of AT&T wasn't in the public interest," Greene said.

Referring to the local operating companies' wish to diversify, he said, "There is much commotion on that," and the companies are filing waiver requests "almost daily" to go into outside businesses.

Because the operating companies retain a local monopoly, Greene said, they are prohibited from using telephone revenues in separate subsidiaries, going into the long-distance business or deriving more than 10 percent of total revenues from businesses other than local telephone service.

Also under terms of the decree, AT&T, now in a competitive environment, faces one restriction, Greene said—the seven-year ban on electronic publishing that ends Aug. 11, 1989.

The company still has, "de facto, a very large share of long-distance service, particularly in that kind of equipment most useful for quick and sophisticated transmission of news," Greene said.

"Those who want to compete with AT&T in electronic publishing ought to be given the opportunity to get established in that, and AT&T should not inherit that business, so to speak, by default."

At the end of the seven years, the prohibition would be extended if those favoring such a step "could show the ban is still required to permit competitors to flourish in electronic publishing," he said.

The reason for the lack of other restrictions on AT&T, Greene said, is if the company does not do a good job "we can go somewhere else." ☐

Harold H. Greene

TELECOMMUNICATIONS NOTES

- The Federal Communications Commission has granted Southern Bell Telephone Co.'s request for a waiver to use existing equipment to help perform a type of **protocol conversion** as part of basic service [**presstime**, Feb. 1985, p. 11].

The protocol conversion will ease the introduction of local data networks and permit personal computers to receive transmissions from videotex services more efficiently.

ANPA and at least three newspaper groups—Knight-Ridder Newspapers Inc., The Times Mirror Co. and Dow Jones & Co.—all operators of videotex services—supported the waiver request.

- The FCC has recommended that Congress authorize it to collect "**cost-of-regulation**" fees from broadcast and other communications licensees and applicants.

Newspapers using two-way radio, cellular radio and point-to-point microwave transmissions could be affected.

- AT&T has proposed a **new digital service**, ACCUNET Switched 56 Service, which the company describes as "an economical alternative to dedicated private lines" for high-speed, long-distance transmissions.

The service would allow video and voice signals to be transmitted at 56 kilobits per second.

Information generally moves on a normally available circuit at 2.4 to 9.6 kilobits per second, an AT&T spokesman said. AT&T proposed, in a filing with the FCC, to start offering ACCUNET to customers April 12.

- Two major categories of **telephone tariffs** are under review at the FCC.

One covers subscriber line charges—a $1 monthly fee that business and residential customers would pay to local telephone companies. The tariff, filed March 15, was proposed to take effect June 1.

The second covers access charges for reaching private lines. These would be paid by long distance carriers to local telephone companies, and observers say the extra costs likely would be passed along to customers.

The tariff, filed March 15, is scheduled to take effect April 1. If approved, the special access charge would be the first one to take effect since the AT&T breakup.

2 newsmen killed, 1 kidnapped in separate Lebanon incidents

The toll was two dead and one kidnapped in March for journalists covering the conflict in Lebanon for U.S. news organizations.

Two Lebanese nationals working as a free-lance TV camera crew for CBS News were killed and their driver seriously wounded March 21 by shellfire from an Israeli tank during an Israeli army sweep through Shiite Moslem villages in southern Lebanon.

Protesting "what eyewitnesses have called an unprovoked and deliberate attack by Israeli forces," Edward M. Joyce, president of CBS News, demanded an investigation of the incident.

In response, Israeli Prime Minister Shomon Peres said the camera crew "took position in the midst of a group of armed men who were engaged in active hostility" against Israeli forces.

"I reiterate Israel's longstanding and unqualified commitment to freedom of the press and totally reject any suggestion that the incident was anything but a derivative of the tragic situation in Lebanon and the circumstances under which we are forced to carry out our duty to protect the lives of our soldiers," Peres wrote Joyce.

Asked about the incident at his press conference only hours after it happened, President Reagan said, "I'm quite sure in combat of that kind, this was not a deliberate killing. They were engaged in gunfire with armed persons who were in civilian clothes, not uniformed, as they would be in a war."

A French television correspondent on the scene and the surviving driver reported the CBS crew was not near any soldiers at the time the tank opened fire. They said that the crew members, with their equipment visible, were in the middle of the road, and that villagers—not soldiers—were nearby. They also reported that the car carrying the CBS crew was clearly marked "Press."

The presidents of ABC and NBC joined CBS in making protests to Peres, and the Brussels-based International Federation of Journalists demanded an "immediate and full inquiry."

Just over a month before the incident, CBS and ABC had joined NBC News in protesting a Feb. 13 incident in which Israeli soldiers fired at, but did not injure, NBC News correspondent Bonnie Anderson and her film crew at a checkpoint in southern Lebanon. At that time, the NBC crew reported an Israeli soldier fired a gun within inches of Anderson's face and just over the head of a cameraman.

Between these two episodes, the Israeli army issued an order barring Beirut-based journalists from certain Israeli-occupied areas of southern Lebanon. According to the Feb. 25 order, journalists are only allowed to enter from Israel and then only if accompanied by an Israeli press officer and security escort.

There have been at least two reported incidents of journalists who work for U.S. news organizations being ordered out of the area since passage of this order. In early March five journalists, including two part-time Associated Press reporter/photographers who live there, were asked to leave southern Lebanon. On another occasion, an AP reporter and photographer were among several journalists detained and subsequently released by Israeli soldiers.

In contrast to the countryside battlescene in which the CBS film crew members were killed, the March 16 kidnapping of the AP bureau chief took place on the streets of Beirut. There, Terry A. Anderson was shoved into a car by three armed men. AP photographer Donald Mell, who escaped unharmed, was held at gunpoint while Anderson was taken away.

Anonymous phone callers have alleged that the kidnappers were part of the same radical Moslem sect, Islamic Jihad, that kidnapped Jeremy Levin, Beirut bureau chief for Cable News Network in March 1984, but the claims have not been verified. Levin was released in mid-February [**presstime**, March 1985, p. 39].

Journalists were not the only ones kidnapped in Beirut in March. Three employees of the French Embassy and two British citizens were also reported missing. ☐

IAPA asks Panama to lift press restrictions

Taking advantage of the presence of more than 200 participants at the midyear assembly of the Inter American Press Association in Panama City March 10-14, IAPA asked the Panamanian government to remove certain restrictions on press freedom.

One of 11 resolutions passed by the group asked Panama, which in May 1984 elected its first constitutional government in 16 years, to repeal a law that makes publication of "false news" a crime, punishable by prison terms for editors and closure of newspapers without due process of law.

Another resolution asked Panama to reopen the case of the newspaper La Prensa, whose assets were confiscated during a military coup in 1968.

Among other resolutions, IAPA:

- Asked Argentina and Colombia to remove duties imposed on newsprint
- Urged governments of several countries—Ecuador, the Dominican Republic and El Salvador—to stop the "use (of) official advertising to reward those newspapers and journalists who support them or punish those who criticize them"
- Opposed government agents' posing as members of the press.

The association's board also approved a letter from IAPA President Maximo Gainza, publisher of La Prensa in Buenos Aires, to Costa Rican President Luis Alberto Monge. Gainza requested an opinion from the Inter-American Court of Human Rights on whether Costa Rica's law requiring licensing of journalists is compatible with the Inter-American Human Rights Convention.

The action stems from the case of Stephen Schmidt, an American journalist convicted of violating the law while working for a Costa Rican newspaper [**presstime**, Jan. 1985, p. 47]. ☐

ANPA members may attend FIEJ meeting May 13-16

Executives of ANPA-member newspapers are eligible to attend the May 13-16 congress of the International Federation of Newspaper Publishers in Tokyo.

The theme of the 38th FIEJ congress is the Role of the Press in the Multi-media Society.

Registration forms are available from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center in Reston.

ANPA Secretary K. Prescott Low, president and publisher of The Patriot Ledger in Quincy Mass., will chair the May 14 working session, "Dealing with State Limits on Freedom."

Included on the five-member panel is James McClatchy, chairman of the board of Sacramento-based McClatchy Newspapers. ☐

IPI members request journalist's release; Leonard named chairman

Members of the International Press Institute adopted six resolutions relating to press freedom around the world and re-elected Richard H. Leonard, editor and senior vice president of The Milwaukee Journal, as chairman at IPI's 34th General Assembly in Cairo, Egypt, March 3-6.

One of IPI's measures urged President Ferdinand E. Marcos of the Philippines to release Satur Ocampo, former assistant business editor of the Manila Times, who has been under arrest for nine years under unproved charges of engaging in subversive activities.

In other resolutions adopted by the assembly, attended by press representatives from 45 nations, IPI:

- Urged the government of Auguste Pinochet to end its severe restriction of the press in Chile
- Called on the government of Paraguay to lift the ban on ABC Color, the nation's leading daily
- Advocated repeal or reform of Section 2 of the United Kingdom's Official Secrets Act, which IPI said "makes virtually every verbal and written piece of information circulating in Whitehall an official secret"
- Deplored the continued "harassment" of editors and journalists in South Africa, and the refusal to prosecute police who fired on journalists reporting a riot near Johannesburg Oct. 4, 1983.

In addition to Leonard's re-election, David Laventhol, publisher and chief executive officer of Newsday, Long Island, N.Y., was elected to the executive board. ☐

WORLD PRESS NOTES

- For the second time in three years, a president of the Athens Publishers Union was **shot to death**.

Members of a leftist organization called the November 17th Group claimed responsibility for the killing of Nikos Momferatos, publisher of the conservative daily Apogevmatini, Feb. 22.

As of late March, there had been no arrests in the case.

In 1982, the previous president of the publishers association, Tzotzis Athanasiades, was shot in his office, apparently by a different group of assassins. He was publisher of another conservative daily.

- South Africa's leading opposition newspaper, The Rand Daily Mail, will **end publication** April 30.

The paper, which crusaded against the government's racial segregation policy of apartheid, will be replaced by Business Day, an expanded version of the paper's business supplement.

A statement released by the director of South African Associated Newspapers, owner of the Daily Mail, said the paper lost $7.5 million in 1984 and nearly $23 million over the last 10 years.

- Severe **press restrictions** imposed by the military government of Uruguay were **lifted** March 4, three days after a new civilian government took office.

The controls, which had increased over the past year, involved censorship of both print and broadcast media [**presstime**, Feb. 1984, p. 32].

- The accused killers of a Chinese-American writer living near San Francisco **went on trial** in Taipei in mid-March.

One of the two men accused of shooting Henry Liu at his Daly City, Calif., home Oct. 15 is reported to be the leader of Taiwan's largest criminal syndicate, the Bamboo Gang. The other is reported to be a member of this group.

Liu, a naturalized U.S. citizen, was the author of a critical biography of Taiwan President Chiang Ching-kuo and numerous articles critical of the Taiwan government.

- At the first meeting of the executive board of the United Nations Educational, Scientific and Cultural Organization since U.S. withdrawal, delegates agreed to allow the United States to maintain an **observer mission**.

The special mid-February session was called to assess the impact of U.S. withdrawal last Dec. 31 from the UN agency, including the loss of one-fourth of UNESCO's budget [**presstime**, Jan. 1985, p. 25].

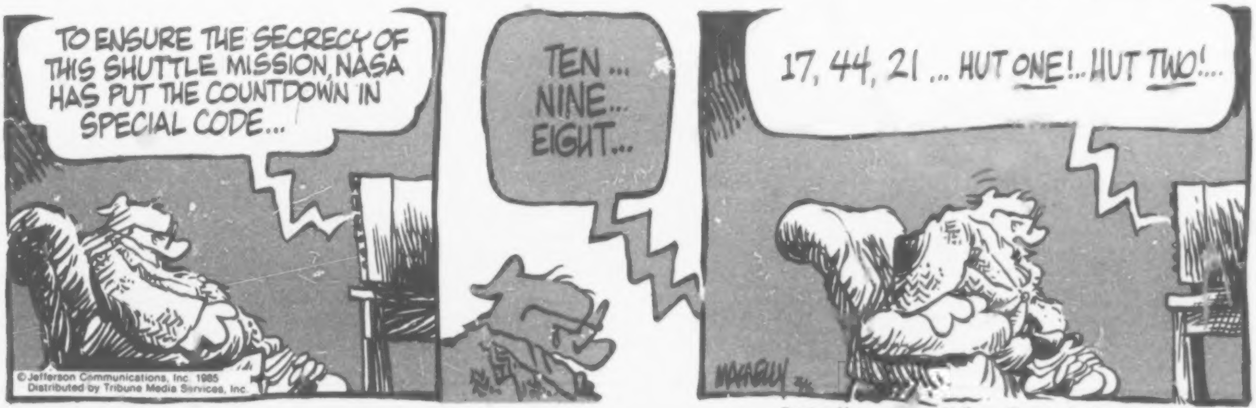
Meanwhile, the U.S. State Department has appointed a monitoring panel to keep tabs on UNESCO. Chairing the panel is Leonard Marks, treasurer of the World Press Freedom Committee.

Harold W. Anderson, WPFC chairman and president of the Omaha World-Herald Co., said press freedom issues would continue to be monitored at the UN agency through nongovernmental organizations. ANPA belongs to three groups that observe such actions closely—WPFC, the International Federation of Newspaper Publishers and the International Press Telecommunications Council.

- K. Rupert Murdoch has announced plans to launch a **new London paper.** To be called the Post, and expected to resemble his New York Post, it will be published by News International, the British division of the Australian publisher's News Corp.

'Shoe'

By Jeff MacNelly


TO ENSURE THE SECRECY OF THIS SHUTTLE MISSION, NASA HAS PUT THE COUNTDOWN IN SPECIAL CODE...
TEN... NINE... EIGHT...
17, 44, 21 ... HUT ONE!.. HUT TWO!...
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MACNELLY

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USPS proposes rules to end use of 2nd-class for TMC

The newspaper business in late March was preparing to respond to a "surprise" U.S. Postal Service proposal that would bar the controversial use of second-class mail for total-market-coverage programs.

Less-than-unanimous agreement was expected. ANPA opposed the proposed rule changes, while the National Newspaper Association still was deciding what position to take.

USPS, in a proposed rule-making published March 6, said TMC programs are "inconsistent with the essential nature of second-class mail as a vehicle for information and not for advertising."

The USPS proposal "would prohibit newspapers from mailing a second issue in a day on which another regular issue appears," said Tonda F. Rush, ANPA counsel/government affairs. It would mean that the approximately 200 newspapers using second-class for non-subscriber delivery—if they wish to maintain their TMC programs—would have to switch to third-class, use the second-class "requester" category, or get the TMC program out of the mails and implement a carrier-delivery system.

W. Terry Maguire, ANPA vice president/general counsel, said it may be possible for some newspapers to obtain two second-class permits and maintain second-class TMC delivery. Details would vary from paper to paper.

In many cases, the options would be more expensive than existing second-class programs. Many newspapers have reported saving thousands of dollars every week by mailing their TMC product second-class. There may be some cases, however, in which third-class would be less expensive than second-class because of favorable rates for heavier pieces.

Rush said the proposed rule-making "comes as somewhat of a surprise." It earlier was believed that the Postal Service had no objection to second-class TMC programs as long as they were conducted with strict adherence to the law.

In fact, some newspapers have reported receiving "approval" of their programs from postal authorities. Also, USPS had even objected to a complaint against second-class TMC programs filed at the Postal Rate Commission by Advo-System Inc. The Postal Service mainly argued that the commission lacked jurisdiction on the complaint. It also said the practice does not violate existing rules [presstime, March 1985, p. 38].

However, USPS later said the Advo complaint spurred it to review regulations and to determine that "clarifying amendments were appropriate." The Postal Service asked that the complaint be put on hold until the rules proposal is settled.

Subsequently, USPS said the TMC publications—which it dubbed "Plus" issues—have resulted in "blurring the distinctions first enacted by Congress" between second- and third-class mail.

To correct the problem, it proposed two rules changes.

The first would be an addition to the Domestic Mail Manual stating that "any issue which consists of more than 75-percent advertising or is distributed primarily to non-subscribers, and which is also delivered by the Postal Service on the same day as another issue of the publication appears, may not be mailed at second-class rates."

The second would amend the Domestic Mail Manual's definition of "complete copies" of regular issues. It effectively would prohibit more than one issue of a publication being mailed on the same day under one permit.

An exception would be issues designed to communicate "additional news and information received too late for insertion in the regular issue and not intended for advertising purposes." All others would be charged applicable third- and fourth-class rates.

In addition, the second new rule would require that local postmasters decide "which of multiple issues" for same-day delivery would be the regular issue.

Maguire said ANPA is especially concerned over the second part of the proposal. "If a newspaper wants to have two issues and one will cover national and international news, sports and business, and the second is a local news issue, how can a local postmaster decide which is the regular issue?" Maguire asked.

Such a determination would require the Postal Service to make "a terribly subjective judgment," he said.

Adding to the difficulties surrounding second-class, non-subscriber delivery is the fact that the newspaper business is not of one mind concerning it. Some publishers, particularly those of smaller newspapers, consider it to be "prostituting" second-class.

Max M. Heath, vice president/executive editor of Landmark Community Newspapers and chairman of the NNA Postal Committee, said it violates the intent of second-class mail. He said he agrees with Advo's complaint. However, in late March, NNA Executive Vice President W. Melvin Street said the organization had not decided what position it would take.

—C. David Rambo

Budget cut would cause 150-300% rate hikes

A Texas newspaper publisher testified that President Reagan's proposed elimination of the postal subsidy for preferred mail would have a "staggering impact" on small newspapers.

Roy J. Eaton of the Wise County Messenger in Decatur said Reagan's proposal would cause mail-delivery rate increases of "150 percent to 300 percent, depending on weight, sortation, percentage of editorial discount" and other factors.

Representing the National Newspaper Association, Eaton testified March 7 before the House Subcommittee on Postal Operations and Services.

ANPA plans to submit written testimony in opposition to funding cuts.

Postmaster General Paul N. Carlin, without taking a position on the merits of the proposed cuts [presstime, March 1985, p. 13], said in testimony before another House subcommittee that "revenue forgone," or postal appropriations needed to maintain rates for free and reduced-rate mail under Congress' 16-step phasing plan, is about $981 million. The current year's appropriation is $801 million.

"Under current law," Carlin said in remarks to the House appropriations subcommittee on treasury, postal service and general government, "if Congress decides not to provide the full appropriation," the Postal Service will have to increase the rates to make up the shortfall. ☐

ANPA, 4 other groups lay out objections to new rates

Five petitioners including ANPA have filed documents for the first round of briefs in a federal court appeal over new postal rates.

The Association, elaborating on concerns expressed in its earlier notice of appeal [**presstime**, Feb. 1985, p. 34], said among other things that the Postal Service governors "did not make adequate findings of fact and failed to provide a clear, reasoned explanation for their decision to accept the recommended decision of the Postal Rate Commission."

In its submission to the 2nd U.S. Circuit Court of Appeals, ANPA particularly objected to new bulk, third-class rates. They went up slightly Feb. 17 for pieces weighing up to 8 ounces. Rates decreased for pieces weighing more than 8 ounces.

The Association also objected to the commission's refusal to consider arguments that detached labels used in shared-mail packages should be charged as separate third-class pieces. Those labels now are charged only as part of the shared-mail package.

ANPA asked the court to set aside the new rates and order rate-making authorities to reconsider their decision.

Also appealing are:

- The Coalition of Non-Postal Media, which also said third-class bulk rates are unreasonably low
- The Direct Marketing Association, which said third-class rates were increased arbitrarily
- The Alliance of Nonprofit Mailers, which said discounts for third-class nonprofit mail should be bigger
- The American Postal Workers Union, which said a 4-cent, presort discount for first-class mail is too high.

ANPA Counsel René P. Brown said several other organizations have become intervenors in the case. ☐

2nd-class forwarding policy changed

The U.S. Postal Service has changed its policy on forwarding second-class mail in a way that may benefit readers.

Now, newspapers and magazines will be forwarded free for 60 days.

Previously, it was forwarded for 90 days, but recipients had to pay a fee.

U.S. rail labor talks in mediation; negotiations continue in Canada

Talks with all but one of the 13 railroad labor unions with which the nation's railroads negotiate on a national basis are now in mediation.

The list includes 10 of 11 non-operating unions, consisting of employees such as rail clerks who do not directly operate trains, and two operating unions, consisting of employees such as engineers who work on trains.

Technically, railroad contracts never expire.

But the moratorium on reopening the current three-year agreement for all of the unions ended June 30, 1984.

Frank N. Wilner, assistant vice president of the Association of American Railroads, said a railroad strike is possible this month or in May if unions and management are unable to reach agreement in talks that have been in progress since July 1984 [**presstime**, Oct. 1984, p. 60].

If the National Mediation Board declares an impasse in negotiations, a strike could be called 30 days after either side rejects arbitration. A strike can be delayed 60 days by creation of a presidential emergency board.

Meanwhile, in Canada, negotiations also are continuing between railroads and labor unions. Contracts there expired Dec. 31 [**presstime**, Jan. 1985, p. 51]. However, those contracts will remain in force until the parties are able to reach a new agreement.

And negotiations toward a new National Master Freight Agreement covering 180,000 Teamsters members are continuing between the International Brotherhood of Teamsters and U.S. trucking industry management [**presstime**, Jan. 1985, p. 51]. ☐

Bills introduced for Conrail sale

Legislation to approve Norfolk Southern Corp.'s purchase of Consolidated Rail Corp. from the U.S. government was introduced in March in both houses of Congress.

In a related development, the Senate Judiciary Committee is expected to review the transaction [**presstime**, March 1985, p. 63].

Senate Commerce Committee Chairman John C. Danforth (R-Mo.) said the deal will result in the government's receiving at least $1.2 billion in cash and $2.4 billion in tax benefits surrendered by Norfolk Southern.

The Norfolk Southern, which proposes to operate Conrail without substantial changes in the system, has said its purchase offer will expire at the end of this year. ☐

TRANSPORTATION NOTES

- The Interstate Commerce Commission and a federal court have approved the Soo Line Railroad Co.'s proposal to acquire the 3,100-mile **Midwestern core of the bankrupt Milwaukee Road for $571 million** [**presstime**, Sept. 1984, p. 53].

Meanwhile, the Seaboard System Railroad has filed a series of lawsuits to block the acquisition. The Chicago Milwaukee Corp., parent of the Milwaukee Road, also plans a legal fight.

- The U.S. Supreme Court declined to review a case challenging the ICC's 1982 approval of consolidation of the Union Pacific Railroad, Western Pacific Railroad and the Missouri Pacific Railroad. The new entity is called the **Union Pacific System** [**presstime**, Feb. 1983, p. 47].

- As a result of a federal appeals court decision, **American Commercial Barge Lines Inc.** is now under control by CSX Corp., which also owns the Chessie and Seaboard System railroads. Competitors of CSX had challenged the purchase of the barge line in court [**presstime**, Sept. 1984, p. 53].

- Canada plans to **reduce regulation in the transportation industry** through revisions to its National Transportation Act, Transport Minister Donald Mazankowski said. He said the regulatory structure cannot handle many of the current pressures for transportation deregulation [**presstime**, Feb. 1985, p. 47].

- The average, per-mile **cost of operating a compact car increased 5.5 percent**—from 43.28 cents in 1983 to 45.67 cents in 1984, according to the Hertz Corp. Reasons cited for the increase included higher automobile purchase and more expensive financing.

NIE Week shows how newspapers can attract young readers

Comics, comics all you see,
Peanuts, Garfield and Nancy;
All the others you like, too,
Even some of them are new.
The best comics you will find,
Are all right here—there's every kind.
You can read them in the Press,
Because the Press is the best.

Fourth-grade students clip articles from Baton Rouge newspapers during NIE Week.

When The Asbury Park (N.J.) Press held a student poetry contest to celebrate Newspaper in Education Week, it was inundated with entries like the above, which was submitted by a nine-year-old third grader. The only stipulation was that the subject of the poem be something that appeared in the Press during NIE Week, March 4-8.

The newspaper got 2,800 entries in a similar contest it held last year, said Tom Dorick, NIE coordinator. This year it got even more, he estimated.

In Baton Rouge, La., the Morning Advocate and State-Times got almost double the number of new classroom orders for newspapers during their 1985 celebration of NIE Week as they did in 1984, reported Educational Services Director Steven F. Fitzgerald.

The Hartford Courant saw an increase in the number of students participating in its second annual design-an-ad and write-an-editorial contests, according to Deborah Brown, assistant public affairs manager, educational services. The winning ads and editorials were carried in a special supplement that ran during NIE Week.

Such positive reports are representative of this year's NIE Week in general, according to officials of the sponsoring national organizations. The observance reached all 50 U.S. states, Canada and seven other countries.

"The evaluations are just coming in now, but it looks like it has far exceeded our expectations," said James M. Sawyer, director of membership for the International Reading Association. "We involved more schools, more teachers, more students than any other time."

An equally positive assessment was given by Linda B. Skover, manager/educational services for ANPA Foundation, who says it appears that more newspapers, and in particular more weekly newspapers, were involved this year.

The Foundation and IRA joined in 1983 to launch national Newspaper in Education Week as a way to promote the NIE concept of using the newspaper as a teaching tool [presstime, March 1984, p. 38].

The IRA's Sawyer is encouraged by indications that more teacher-training workshops were held, something he feels makes it more likely that the impact of NIE Week will extend throughout the school year.

The Missoulian in Missoula, Mont., is one newspaper that this year held its first teacher-training workshop in advance of

Schwanke of The Missoulian conducts teacher training workshop.

NIE Week.

Despite a snowstorm, 80 teachers from throughout Western Montana turned up on Saturday morning, Feb. 9, for the half-day program, reported M. Lynn Schwanke, NIE coordinator. Only about 10 of them had prior NIE experience.

Teachers who participated in the workshop and then completed a lesson plan using the newspaper in the classroom were eligible to receive one unit of college credit from the University of Montana School of Education. About half of the teachers took advantage of that opportunity, says Schwanke.

In addition, these teachers were invited to submit their lesson plans to the newspaper; 24 did so, and the newspaper published them in a special section, "Teaching with Newspapers," during NIE Week.

In conjunction with NIE Week, The Missoulian also posted displays of student projects in a shopping mall, ran contests for the best editorial and for the best creative story based on a classified ad, and conducted an "adopt a classroom" program involving 20 local businesses that were paired with classrooms whose students designed ads for the companies.

Schwanke is considering expanding the program. "The educational benefits were just tremendous, and the enthusiasm on the part of the people in town was really great. I think everybody will be more interested next year," she said.

ANPA Foundation has mailed a questionnaire to all U.S. daily newspapers asking for information on their NIE Week activities. ☐

Panel to study high-school journalism education

The Journalism Education Association, a national organization of high school journalism teachers and publications advisors, has formed a commission to investigate the condition of journalism education in the nation's secondary schools.

Last November, at JEA's request, the National Council of Teachers of English adopted a resolution supporting the acceptance of journalism courses into the English curriculum.

And on April 11, the Committee on News and Editorial Education, which is made up of members of the American Society of Newspaper Editors and the Association for Education in Journalism and Mass Communication, will consider a JEA request for support.

A research paper presented in January to AEJMC's Secondary Education Division made the case for including journalism in the English curriculum. It described the "uphill battle" high school journalism has been waging for "respectability" over the last few years.

"Because it has not been a mainstream course in the language arts curricula in most schools, few educators, other than those in the minority who teach it, understand what it has done and is doing for students as they learn to write," explained John E. Dvorak, an adjunct associate professor at the University of Iowa School of Journalism and Mass Communication.

"And with a general tendency to return to the basics . . . many administrators and English teachers have looked upon journalism as a frill elective course that could be one of the first to go," he said.

Dvorak argued that journalistic writing courses have just as much, if not more, value as any other writing course in the high school language arts curriculum.

"Journalism, of all that is offered in the language arts, is one of the key basic courses," he said. "It has relevance; it has built-in objectives; it is transactional; it applies various liberal arts theories learned in other disciplines; it invites high level decision-making; it brings to life the need for the study of English grammar, usage, spelling, style, syntax."

He recommended that those interested in the issue study the "credibility" of journalism education as part of the language arts curriculum and circulate the findings to educational leaders and lawmakers.

Journalism programs need to attract and keep strong teachers, he said, and high school press associations should publicize research findings and express the concerns of journalism educators.

Dvorak is a member of JEA's Commission on the Role of Journalism in Secondary Education. The commission will hold its second public hearing April 13 at the JEA convention in Seattle to hear testimony from high school journalism advisors.

About $14,000 has been raised for support of the commission, and $60,000 more is needed to fund the two-year effort, according to JEA President Dorothy McPhillips. ☐

Scholastic writing contest winners named

Eight high school students have been honored as winners of the 1985 ANPA Foundation/Columbia Scholastic Press Association Journalism Writing Contest. The awards were presented March 15 during the 61st annual CSPA Convention at Columbia University in New York City.

The winners, selected from 4,093 entries, were:

- **News writing:** Alice Matsas, Churchill Observer, Winston Churchill High School, Potomac, Md.
- **Editorial writing:** Peg Doherty, Bear Facts, Bergenfield (N.J.) High School
- **Sports writing:** Jim Kirchman, The Lion, Lyons Township High School, La Grange, Ill.
- **Feature writing:** Jennifer Barrett, Silver Chips, Montgomery Blair High School, Silver Spring, Md.
- **Entertainment reviews:** Mike Kelly, Trapeze, Oak Park-River Forest High School, Oak Park, Ill.
- **General column:** Butch Huston, Student Times, Centerville (Iowa) High School
- **Sports column:** Peter Gallagher, Horizon, Lynbrook (N.Y.) High School
- **In-depth news/feature story:** Elizabeth Kelley, Trojan News, Longmont (Colo.) High School

Semi-finalists in the contest were selected by a CSPA committee. Final judging was done by Davis Merritt Jr., executive editor and vice president of The Wichita (Kan.) Eagle-Beacon. ☐

Program gets funding

Twenty-one newspapers and newspaper-related organizations and several private individuals have donated more than $2 million toward the continuance of the Journalists in Residence program at the University of Michigan.

The program, which provides fellowships for journalists at or near mid-career, embarked on a fund-raising drive last year when the National Endowment for the Humanities ended its financial support [**presstime**, Aug. 1984, p. 47].

Last summer, Knight-Ridder Newspapers and the Knight Foundation offered the program a $1-million "challenge grant" if it could raise a matching $1 million over the next three years. At the end of March, $2,083,875 had been pledged toward the goal of an endowment of at least $4 million, according to Director Graham Hovey. ☐

News Research

Study details major changes in newspapers' front pages

BY GUIDO H. STEMPEL III

There have been sweeping changes in newspaper front-page formats in the last two decades. A study by Sandra Utt of the Department of Journalism at Memphis State University and Steve Pasternack of the Department of Journalism at New Mexico State University indicates the extent to which various news ideas have been adopted. Their findings are based on a mail survey of 161 daily newspapers of more than 25,000 circulation. Response rate for the survey was 48 percent.

They found that 66 percent of the papers in their sample have modular front pages, 30 percent have horizontal front pages, and 4 percent vertical. Eighty-six percent of these papers use six-column pages.

The number of stories on the front page varies widely, but 68 percent of these papers normally have five or six stories. Only 8 percent do not jump stories from the front page. Eighty-six percent do not always put the flag or nameplate at the top of the page, and 37 percent never put it there.

Thirty-four percent of the respondents said their paper regularly uses four-color pictures on the front page, and another 28 percent said four-color pictures are used at least occasionally. Use of color is more prevalent with small papers than with large ones.

These findings are reported in the Winter 1984 Journalism Quarterly.

• • •

Call-in or mail-in polls sometimes appeal to newspapers because they offer an opportunity for reader involvement. However, such polls may be inaccurate. An article in the Fall 1984 issue of the Newspaper Research Journal offers some insight into the extent of the accuracy problem.

The Orlando Sentinel conducts call-in polls. Fred Fedler and Phillip Taylor, journalism faculty members at Central Florida University, and Susan McKinney, a journalism graduate student there, did telephone surveys on five issues that the Sentinel had used in call-in polls. Respondents for the telephone surveys were picked randomly from the Orlando telephone directory.

The results were mixed. On the issue of having a constitutional amendment to limit state taxes, the two polls were far apart. The call-in poll showed 90 percent favored the amendment, but the telephone poll showed only 63 percent favored it. On the other four issues, the differences were small, averaging less than 5 percent.

While it may be reassuring to know that you might be completely off one time in five and reasonably close the rest of the time, the problem is that you don't know which of any five call-in polls will be the bad one.

Another thing the telephone survey does is to get an estimate of how many people are undecided on an issue. This varied on the five issues in this study from 6 percent to 17 percent. Call-in surveys, of course, get no undecideds.

• • •

Here's a tip for a column your sports editor can do, now that the NCAA basketball tournament is over. Have the sports editor compare the results of the tournament with the pre-season AP or UPI poll that your paper ran back in November.

What will your sports editor find? A study that will appear in the Spring Journalism Quarterly suggests he or she won't find much connection between the preseason polls and the tournament results.

Stuart Showalter, faculty member in communication at Goshen College, Goshen, Ind., compared pre-season polls and end of the season outcomes for both football and basketball for five seasons since 1963. The correlation between pre-season polls and NCAA basketball tourney results was essentially zero.

Showalter suggests that one reason for this is that pre-season polls may be influenced more by long-term reputations than by present quality. This in turn raises the question of the influence of sports publicity departments on the ratings.

For next year, you might want to consider an alternative that probably would be as accurate as the wire-service pre-season poll. Have the sports editor go to the nearest zoo and have a chimpanzee draw names of schools out of a banana bowl. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Books

A 'chilling effect' on right to know

Are the Reagan administration, corporate America and religious conservatives subverting free speech and the public's right to know? Journalist Eve Pell says yes.

"This so-called chilling effect on the exercise of our freedoms is hard to document while it is taking place, since the same fears that lead people to keep quiet . . . also keep them from mentioning this silence," Pell writes in *The Big Chill*.

She concludes that "censorship by the federal government has increased markedly since (President Reagan) took office."

The 272-page, hard-cover book is available for $22.50 from Beacon Press, 25 Beacon St., Boston, Mass. 02108.

Reagan administration and the information flow

The press—one of the conduits through which the American public is kept informed of its government's actions—is coming out on the losing side of an ideology-versus-factual-information contest being waged by the Reagan administration, says Donna A. Demac, a communications attorney.

Demac draws upon statements by newspaper people to state her case in *Keeping America Uninformed: Government Secrecy in the 1980s*.

The 180-page, hard-cover book is available for $15.95 from The Pilgrim Press, 132 West 31st St., New York, N.Y. 10001.

Fighting erosion of proper usage

Barnard L. Colby says that "those who earn their bread building with words . . . must be thoroughly familiar with their tools and materials."

"My intent is to fight the constant erosion of our language resulting from the gradual but steady encroachment of common usage upon proper usage," says Colby, who retired in 1976 as editor, publisher and president of The Day in New London, Conn., and who is a former ANPA director.

And so he wrote *How to Write Like a Pro*, in which he advises: "never assume, use the dictionary and read, read, read."

The 72-page, soft-cover book is available for $7.47 from The Day Publishing Co., P.O. Box 1231, New London, Conn. 06320.

Newspapers, not other media, get ads from paper that folded

A study indicates that no large-scale reallocation of advertising dollars from newspapers to other media occurs after the death of a major metropolitan newspaper in a competitive market.

Instead, a majority of those who advertised in the paper that failed chose some other newspaper after the failing paper ceased publication, either the surviving metro, a suburban or other local paper, the study concluded.

It also found that suburban newspapers offer a strong challenge to the surviving daily for advertising dollars formerly spent in the competing daily.

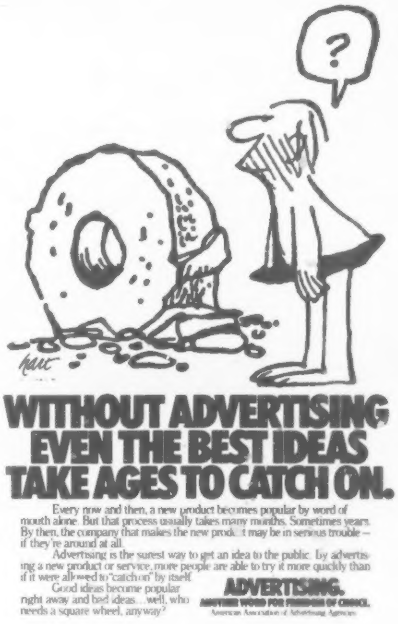
The study of the Buffalo, Cleveland, Washington, D.C., and Champaign-Urbana, Ill., markets was conducted by Mary Alice Sentman, assistant professor in the School of Journalism at the University of North Carolina at Chapel Hill.

In a 13-month period between August 1981 and October 1982, each of the three larger markets lost a separately owned and competing paper, and each was left with only one major daily. In each of the three, where there were suburban newspaper options, the reallocation to radio and television of advertising funds formerly spent in the newspaper that failed was less than 20 percent, Sentman found.

But in Champaign, where a competing daily was closed in 1979 and where the surviving paper was virtually the only newspaper choice, a greater percentage of advertisers chose television than in any of the other markets.

In each of the four markets, some advertisers reported they did not reallocate that portion of the budget formerly spent in the lost newspaper. "Saving or not spending the money formerly spent in the newspaper appears to be related to the structural characteristics of the markets themselves," the study reported.

Whether advertising decisions are made locally or regionally does not appear to be a factor in predicting reallocation of funds to newspaper versus non-newspaper media, Sentman found. Most advertisers did not accurately estimate readership duplication of the papers in their markets. ☐



WITHOUT ADVERTISING EVEN THE BEST IDEAS TAKE AGES TO CATCH ON.

Every now and then, a new product becomes popular by word of mouth alone. But that process usually takes many months. Sometimes years. By then, the company that makes the new product may be in serious trouble – if they're around at all.

Advertising is the surest way to get an idea to the public. By advertising a new product or service, more people are able to try it more quickly than if it were allowed to "catch on" by itself.

Good ideas become popular right away and bad ideas…well, who needs a square wheel, anyway?

ADVERTISING.
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies

The American Association of Advertising Agencies has distributed a series of print ads to hundreds of newspapers and magazines as part of the association's ongoing efforts to improve the public's image of advertising. Copies of ads are available from 4As at 666 Third Ave., New York, N.Y. 10017.

Media firms deny courting Blair

A published report in March that three newspaper companies were considering purchasing some or all of John Blair & Co., including its direct-mail firm Advo-System Inc., was unfounded, executives of the newspaper companies said.

The three firms reported to have been interested in buying Blair were Gannett Co., Harte-Hanks Communications and News America Publishing.

Douglas H. McCorkindale, Gannett chief financial officer, said neither Gannett nor Blair has approached the other party. He added, though, "If they ever wanted to talk, we'd be happy to."

William G. Moll, senior vice president of Harte-Hanks, said, "We have had absolutely no discussions with Blair." Nor would his company be interested in such a deal, he added. Harte-Hanks assumed a large debt in its leveraged buyout last year, and "the idea of our taking on the amount of debt" required to buy a large company now "would be an anathema to us and to our bankers."

And so far as News America Publishing is concerned, "There's no truth to it," said President Donald D. Kummerfeld. "It's obvious that that was speculation."

The report on possible suitors for Blair followed Blair's reporting a 43-percent decrease in net earnings in 1984 compared with 1983. The company attributed the decline "principally to the effects of increased price competition in coupon marketing, higher net interest expense and increased New York office rent expense." Much of the higher expense was a result of the acquisition of Advo in March 1984 [presstime, March 1985, p. 42].

At the same time, Blair said its 1984 revenue of $842.4 million was a record high. It was more than twice 1983 revenue. For 1985, Blair expects "positive results for the year as a whole." ☐

Correction

Networks of newspapers set up by Landon Associates Inc. for advertising sales provide advertisers the options of a single bill for a network buy or separate bills from each newspaper. An article in the February issue neglected to mention the single-bill option. ☐

NAB redesigning system to report stats

Dissatisfied with the time it takes to compile its monthly reports on total national, retail and classified advertising expenditures, the Newspaper Advertising Bureau is revamping its system.

A new system, which will produce "a kind of flash report" two or three weeks after the end of each month, will be ready soon, said Leo Bogart, NAB executive vice president and general manager.

This will augment, not replace, the current calculations, which took about three months, Bogart said.

The bureau bases its monthly report on data from 600 to 700 daily newspapers, compiled from Media Records, publicly held newspaper companies, and state and regional press associations. While this process results in the most complete monthly statistics available on newspaper advertising, waiting for each paper to report inevitably results in delays.

The "flash" totals would be based on estimates from data available soon after the end of each month, with the more complete totals still based on actual end-of-the-month figures. ☐

GCIU-ITU merger collapses

Another in a long series of tumultuous developments has left more questions than answers regarding the future of the International Typographical Union.

That was the somewhat murky picture following the Graphic Communications International Union's rejection of a proposal to merge with the ITU and the canceling of an April 10 membership referendum by both unions on the merger document.

Among questions being posed in labor circles are these:

- What if a longstanding proposal for an ITU merger with the Teamsters goes to the 74,000 ITU members for a vote and is shot down? No one knows how the ITU's retirees, who account for more than a third of the membership, will vote on a merger with the Teamsters, which with 1.9-million members is the largest union in the Free World.
- What other union might want to merge with the ITU? Talks with The Newspaper Guild ended in 1983 after seven years of negotiations.
- Will the 32,000-member Guild now seek a merger with the GCIU, which has 200,000 members, about 12.5 percent of whom work for newspapers?
- Will those ITU mailer locals that favor a merger with the Teamsters defect if such a merger is not forthcoming?
- Will some of the locals that favored a merger with the GCIU defect if the Teamsters merger is approved by the membership?

ANPA Vice President/Human Resources Roy W. Anderson posed still another question and suggested a possible answer: "Why would the ITU . . . be acceptable to the Teamsters and rejected by the GCIU? If the financial condition of the ITU is the reason, then the Teamsters union recognizes a long-term opportunity to build a strong ITU that could position itself directly in front of newspaper negotiators with more strength and a broader reach than at any other time in the history of modern labor relations."

The GCIU's 42-member general board turned down the merger proposal by what one union source called "a decisive majority."

James J. Norton, GCIU recording and financial secretary, said that while the concept of a merger of all the graphic arts unions remains alive, "We will now have to give priority to some of our internal situations that the officers have had to set aside the past five months in trying to work out this merger."

In response to the GCIU's March 13 action, Teamsters President Jackie Presser commented, "As I have said from the beginning, the proposed ITU-GCIU merger agreement brought no discernible benefits to either side. It was hastily conceived and poorly thought out. Therefore, I commend the action by the GCIU executive board in recognizing the deficiencies in the proposal and deciding to withdraw the agreement."

Presser said he is confident "that given the chance," the ITU members will support merger with the Teamsters. "The president of the ITU has consistently resisted taking the IBT affiliation matter to his membership," he said, "and I hope now that he will see fit to give the members their democratic right to vote on affiliation with the Teamsters."

ITU President Robert S. McMichen called the GCIU's decision "a disappointment" and said the ITU executive council "will be studying further courses of action in the weeks ahead." According to McMichen, the ITU is in better financial health today than it has been in the last 10 years.

When he campaigned last year for a three-year term as head of the union, McMichen ran on a platform that called for an ITU-GCIU merger.

Collapse of that proposed merger was also a blow to AFL-CIO President Lane Kirkland, who had been working for a marriage between the two affiliates of his labor federation. He had said earlier that if the ITU merges with the non-affiliated Teamsters, it would be kicked out of the AFL-CIO.

A spokesman said Kirkland would have no immediate comment on the GCIU's action.

William F. Metz Jr., president of St. Louis Mailers' Union No. 3 and a leader of the ITU Coalition for Merger (with the Teamsters), said, "We think that the GCIU board showed good sense." About 25 percent of the ITU's 40,000 working members are mailers, and many of them favor a merger with the Teamsters.

A lawsuit filed by the coalition in the U.S. District Court for the District of Columbia, which alleges a variety of unfair labor practices by the ITU's executive council, has been transferred to U.S. District Court Judge Thelton E. Henderson in

Keep ITU
Alive
Vote
ITU-IBT
SAVE
THE
PRINTERS
HOME
do
E ITU
ongs

Jenlee Bennett, Colorado Springs Sun

Members of the coalition for merger with the Teamsters demonstrate at ITU headquarters in Colorado Springs.

San Francisco. A hearing was scheduled for March 25. Henderson is the judge who last year lifted a ban against the use of ITU funds to promote a merger with any other union [presstime, Nov. 1984, p. 50].

A petition endorsed by 160 ITU locals calling for the Teamsters' proposal to be sent to membership referendum is awaiting action by the ITU's five-member executive council in the Colorado Springs headquarters. Some ITU members in favor of merger with the Teamsters say the petition is no longer needed as a result of the failure to achieve a merger agreement with the GCIU within 90 days as mandated by last year's ITU convention.

A GCIU source said the main cause of the rejection was "the tight time restraint" imposed by the ITU's convention. He noted that it had taken about two years to accomplish each of the past mergers that formed the present GCIU—the Amalgamated Lithographers and the International Photo Engravers in 1964, the Lithographers' and Photoengravers' International Union and the International Brotherhood of Bookbinders in 1972, and the Graphic Arts International Union and the International Printing and Graphic Communications Union in 1983.

He said the GCIU board also was concerned about the split in the ranks of the ITU, and some board members felt a financial burden would be put on the GCIU that the ITU should properly incur.

ANPA Manager/Labor Relations Charles Cole said the GCIU action "closes out any possibility of the ITU finding a merger partner other than the Teamsters."

"How much longer the ITU can remain a viable union is speculative," Cole said, adding, "not long in the form we have long been accustomed to."

No matter what happens, "We're not going to die as a union," said ITU Secretary-Treasurer Thomas W. Kopeck.

—Clark Newsom

Case still not settled eight years after firing

Field Enterprises failed to comply with an arbitrator's award directing reinstatement of a discharged employee, the 7th U.S. Circuit Court of Appeals has ruled.

Franz Miller, a library clerk in the communications center of Field's Newspaper Division, was fired in 1977 for allegedly exceeding his authority. The Chicago Newspaper Guild took the discharge to arbitration, and in 1978 Arbitrator Robert G. Howlett overturned the discharge and ordered Miller reinstated.

In the meantime, however, Field had closed one of its two Chicago dailies, the Daily News, and laid off a number of employees.

Field responded to the award by sending Miller a letter "reinstating" him effective Feb. 1, 1977, but placing him on layoff status as of March 7, 1978. The company contended that Miller would have been laid off had he still been on the payroll. Miller was given more than $7,500 in back wages and benefits from the date of his discharge to the date of his layoff.

The Guild filed suit to seek enforcement of Howlett's award, arguing that Field had not complied with the reinstatement order. The U.S. District Court for Northern Illinois upheld the union's position.

The 7th Circuit, affirming the lower court's decision, said Field did not prove that Miller would have been laid off when the Daily News was closed. It noted that Field had not told the arbitrator that Miller would have been laid off had he not been discharged. "The arbitrator . . . should have been apprised of any available information bearing on the appropriate remedy to be devised in this case in the event he found that Miller was unlawfully discharged by Field," the court said.

"We find that by failing to return Franz Miller to work at any time following the arbitration award ordering it to do so, Field failed to comply with the plain mandate of the arbitration award."

Meantime, in January 1984, Field sold its remaining Chicago daily, the Sun-Times, to News Group Chicago Inc., a division of K. Rupert Murdoch's News America Publishing Inc.

The appellate court said the sale "raises certain questions concerning the availability of the reinstatement remedy in this case. The ability to reinstate Miller now rests with the Sun-Times . . . which has not been formally designated a party to this lawsuit."

The court said it would leave any questions that may arise from the sale to the discretion of the district court.

Gerald Minkkinen, executive director of the Chicago Newspaper Guild, said that the 7th Circuit's ruling had not been appealed and that Miller is still waiting to be reinstated with back pay eight years after his discharge.

The attorney for Field Enterprises had no comment other than to note that the matter is now in the hands of the district judge.

(Chicago Newspaper Guild v. Field Enterprises Inc., USCA 7 No. 83-2737) ☐

Additional arbitration awards

Boston Herald, IBEW: James J. Healy ruled that electricians were not entitled to the same vacation benefits received by electricians at The Boston Globe.

Minneapolis Star and Tribune, ITU: Thomas P. Gallagher found that the company had incorrectly calculated a wage-increase formula and awarded the typographers an additional 31.2-cents-per-hour increase in the form of back pay.

Minneapolis Star and Tribune, SEIU: Gallagher sustained the discharge of a custodian for insubordination to a supervisor.

San Jose (Calif.) Mercury News, Guild: Harvey Letter found that the company violated the labor agreement in the manner in which it banned vacations during certain weeks of the year.

Seattle Times, GCIU: John H. Abernathy ruled that the company did not violate the labor agreement when it reassigned four pressmen from one crew to another rather than hiring additional pressmen.

Springfield (Ill.) State Journal-Register, ITU: Sinclair Kossoff found that the company did not violate the labor agreement by refusing to allow a substitute journeyman mailer to work shifts designated for provisional mailers.

Victoria (British Columbia) Times-Colonist, Guild: H. Allan Hope resolved a sick-pay dispute in favor of the union.

Washington Post, Guild: James V. Altieri awarded a 5-percent pay increase to copy editors and slot persons during the period between Sept. 1, 1980, when VDTs were introduced in the newsroom, and July 9, 1982, when the labor agreement expired.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

ITU calls off strike against N.J. daily

A three-day strike by Typographical Union No. 377 against The Press of Atlantic City ended Feb. 24. The union represents workers in the composition, production-camera and press operations departments.

The daily continued publication during the strike. "We put out normal papers at normal times," said Editor and Publisher Charles C. Reynolds. Other employees at the newspaper are not represented by a union.

The union's 65 members walked off their jobs Feb. 21. The previous labor agreement had expired Jan. 31 but was extended to midnight Feb. 18. Picketing ended Feb. 23, and about half of the strikers returned to work that day. The union officially called off the strike Feb. 24.

With the strike over, ITU members are now working under the terms of the company's final offer. No further negotiations have been scheduled.

The strike was called when the union was unable to win changes in a contract proposed by the company.

The proposed 11-month contract leaves wages for currently employed journeymen at previous levels, between $13.08 and $13.75 per hour. The contract introduces a reduced wage scale for journeymen hired in the future.

In other strike developments, The San Juan (Puerto Rico) Star resumed publication March 9 after members of The Newspaper Guild ratified the terms of a new 40-month labor agreement that became effective March 1. The union struck the daily Oct. 14. A tentative agreement had been reached in February [presstime, March 1985, p. 61]. ☐

Clarification

Reference was made in the article on "comparable worth" in the March issue to a 99-percent equity for classified advertising takers covered by the Guild contract at The Union Leader, Manchester, N.H. This equity is for the minima only. When comparing experienced employees, 86-percent equity is achieved. At The Union Leader, according to a management spokesman, the majority of display advertising employees are experienced. ☐

ON STRIKE
TYPO UNION LOCAL 377
ON STRIKE
TYPO UNION LOCAL 377
ON STRIKE
TYPO UNION LOCAL 377
Sunday Press

Michael Baytoff, The Press, Atlantic City

ITU members walk the picket line in Atlantic City during strike against The Press.

NLRB dismisses union's charges

The National Labor Relations Board has found that Newsday of Long Island, N.Y., did not engage in unfair labor practices during a union attempt to organize a group of its delivery employees.

The board's decision affirmed the findings of an administrative law judge [presstime, Sept. 1982, p. 33].

Charges in the case had been filed by the independent Newspaper and Mail Deliverers' Union of New York and Vicinity.

The union alleged that Newsday had "eliminated" an unrepresented bargaining unit of delivery employees by giving them jobs in a transportation unit represented by another union.

But the law judge found that the company's consolidation of its delivery operation was prompted "solely by economic and efficiency reasons."

The board also dismissed allegations that the company unlawfully had questioned employees about their union activities.

The case arose when the deliverers' union filed a petition with the NLRB to represent 86 drivers.

A representation election was conducted in 1981, but the ballots were impounded pending further proceedings before the administrative law judge. The judge upheld the company's challenge to the ballots on grounds that an appropriate unit no longer existed.

(Newsday Inc. and Newspaper and Mail Deliverers, 274 NLRB No. 19) ☐

Recent contract settlements

Buffalo News, Teamsters: Three-year agreement covering drivers; retroactive to Nov. 4, 1984.

Cincinnati Enquirer, GCIU, ITU: Three-year agreements covering pressmen, photoengravers and mailers; retroactive to March 1, 1984.

Columbus (Ohio) Dispatch, ITU: Five-year agreement covering composing room employees; retroactive to April 1, 1984.

(Details in April 1985 ANPA Labor & Personnel Relations Letter.)

Firing upheld for sexual harassment

An arbitrator has upheld the discharge of a mailer at The Columbus (Ohio) Dispatch for sexual harassment of a female mailer.

The company's sexual-harassment guidelines, modeled after those developed by the Equal Employment Opportunity Commission, were posted in the mailroom. The guidelines noted that the EEOC has placed upon employers an affirmative duty to maintain a workplace free of sexual harassment and intimidation [**presstime**, Jan. 1981, p. 39].

The grievant was discharged May 24, 1984, after the female employee complained to management. He had been hired as a part-time worker in 1977 and became a full-time mailer in 1979.

Arbitrator Frank A. Keenan found that the grievant had made comments about the female employee's weight, made numerous innuendos about her sexual life and called her a "slut," among other things. He had been fired previously for harassment of the same employee, but the discharge subsequently was reduced to a two-week suspension.

Keenan noted that the company had never conducted any group meetings with rank-and-file employees to explain the type of conduct prohibited by the EEOC guidelines. "At the same time," he said, "it is also noted that there had been warnings issued to employees and supervisors alike for conduct deemed in violation of the guidelines."

Mailers' Union No. 103 argued that vulgar and profane language was used on a regular basis in the mailroom and that discharge for using such language was too severe a penalty.

But Keenan said the difficulty with the union's defense was that such language was usually used in a light-hearted manner and without malice.

"In a nutshell," the arbiter said, "I find that the grievant embarked upon a pattern of retaliation against (the female employee) for having caused his initial discharge, eventually reduced to a suspension. . . . Given the strong motivation for retaliation, the grievant, despite explicit warnings, both verbal and written, that retaliation would not be sanctioned, could not resist the urge to retaliate and simply took his chances that he nonetheless would not be discharged." ☐

Provincial labor board orders arbitration over dismissal

The Labor Relations Board of British Columbia has ruled that a dismissed probationary employee of The Province in Vancouver is entitled to have her grievance heard in arbitration even though the labor agreement provides that probationary employees do not have the right to appeal their dismissal.

The company, Pacific Press Ltd., had asked the board to set aside the decision of an arbitration panel that Susan Martin's grievance was arbitrable under the province's labor laws.

The labor agreement with Local 115 of The Newspaper Guild provides that new employees are considered probationary employees for the first 60 days worked. It states that probationary employees dismissed for inability to handle the job do not have the right to appeal.

Martin started work July 23, 1983. She subsequently became ill and was last employed Sept. 11, 1983. She was diagnosed as having multiple sclerosis and was dismissed "because of your inability to perform the work."

The union contended that under the province's labor law, a probationary employee cannot be barred absolutely from seeking review by an arbitrator of a dismissal decision.

The labor board said there were a number of factual and interpretation issues in dispute between the company and the union regarding Martin's grievance. The grievance and arbitration procedure under the labor agreement "is the forum in which these disputes should be resolved," the board ruled.

The company did not appeal the board's decision, and the dispute will proceed to arbitration. ☐

GCIU personnel vote for union

Organizers and representatives of the Graphic Communications International Union have voted to be represented by an independent union.

The employees of the international union voted 26-6 in an NLRB-supervised election to be represented in bargaining by the Independent Union of Graphic Industry International Personnel.

The GCIU has 12 organizers in the United States and Canada. The representatives assist local unions in contract negotiations, grievance handling and NLRB procedures.

It is not unusual for a union's employees to have a union. Representatives of the International Typographical Union and The Newspaper Guild have unions as their bargaining agents.

A GCIU spokesman said negotiations for a labor agreement are under way. ☐

ITU disclaims unit

Typographical Union No. 148 has disclaimed further interest in representing newsroom employees of The Wichita (Kan.) Eagle-Beacon. The most recent labor agreement expired March 14.

In 1980, the employees had voted 71-47 in favor of representation by the union in an election conducted by the NLRB [**presstime**, May 1980, p. 45]. ☐

NLRB elections

Kingston (N.Y.) Daily Freeman, Guild: A unit of outside circulation employees voted 2-2 against representation by Local 180 of The Newspaper Guild.

(NLRB Case No.3-RC-8673)

Newspaper Agency Corp. of Salt Lake City, Teamsters: Circulation dock drivers and dock workers voted 10-4 in favor of representation by Local 222 of the Teamsters.

(NLRB Case No. 27-RC-6518)

Canadian election

Delta (British Columbia) Optimist, Guild: Employees voted 7-0 against further representation by the Vancouver-New Westminster Guild in an election supervised by the provincial labor board. The union had represented the unit of all employees since 1980.

Houston firm offers another way to make separations

Inventor Leland Prentice demonstrates equipment used in the new process.

A new method for making color separations—one that does not require expensive separating equipment or skilled personnel—has been developed.

According to some people, the system can meet papers' color needs if they are willing to live with its limitations.

Prentice Colour Inc., a six-month-old, Houston-based color separator, designed the system. It is capable of producing four-color separations of full newspaper pages without using electronic color scanners or direct-screen cameras.

The $50,000 system is called the Prentice Colour Process. It employs standard panchromatic films, a contact frame, a fixed-point light source, specially designed filters, a timing device with internal memory, and standard screens.

The firm said the pasted-up page—with color positives in position—is placed with film and screens in the contact frame. The filters are on top. A microcomputer contained within the timing device sets exposure time based on the filter used.

For four-color process, five exposures are made: one each for the primary colors, one for the black printer and another black shot for the text.

Unlike other techniques, which can make separations in sizes different from the original, all exposures in the Prentice system are made at the same size as the original, said John Dawson, director of marketing. No camera is used.

Masking is not required, he said, because the films "self mask"—that is, the area around the images has a 100-percent density after exposure. Stripping is not needed, either, because all separations are pin-registered. Consequently, the system eliminates work required for those operations in traditional color separation.

"It's actually an entire prepress system," said Steve Prentice, president of the firm.

Both Prentice and Dawson said the system saves on labor costs also because it does not require skilled operators. "Within two hours," Dawson said, "I can train anybody to do these separations."

Newspaper executives who have seen the system have had mixed reactions.

"It's really an innovative, new way of doing color separations," said Gene McDavid, vice president and general manager of the Houston Chronicle. "It's a simple, inexpensive process for making (color) plates. I've never seen anything like it."

McDavid tempered his remarks, however, by pointing out the system has virtually no color-correction capabilities.

"What you see is what you get," he said. "You've got to make the color correction before you go into their system."

McDavid and another Texas newspaper executive, James Moody, suggested that the system's sizing limitations may make it more appropriate for color advertising than for news photos.

Moody is editor and publisher of the twice-weekly Burleson Star, which is the only newspaper to have experimented with the system thus far. The Star had Prentice Colour separate some pages containing color shots.

"The only drawback is that everything has to be 100 percent," he said. "But we don't run everything 100 percent. We alter many of our pictures to some extent."

Jerrell D. Perkins, president of Perkins Printing Inc., which prints the Burleson Star, said using the system would complicate the production process.

"You'd have to have two systems," he said, "one for pictures that are 100 percent and one for the shots that aren't. What are you going to do for the person who brings in a Polaroid and wants it blown up 300 percent? That's what's stopping Prentice Colour from being an overnight success."

However, Prentice said many of the problems a newspaper or commercial printer may encounter can be minimized through "educating" the advertisers and other customers to provide pictures at certain sizes. Additionally, he said the savings in capital outweigh costs of resizing photographs. "The cost savings are so great that you would still be making a great deal of money even if you had to resize photographs," Prentice said. ☐

Scanner survey results available

Results of the recently completed ANPA Electronic Color Scanner Survey are now available.

The survey of the nearly 1,400 ANPA-member newspapers, conducted by the Technical Services Department, resulted in data on the number of electronic color scanners currently in use at newspapers and how papers are using the equipment [presstime, March 1985, p. 56].

The results may be obtained by writing: Color Scanner Survey, ANPA Technical Services Department at The Newspaper Center in Reston.

Rub-off test under study

Newspapers may soon have a way to determine the rub-off characteristics of the inks they use.

ANPA is currently studying a rub-off testing procedure developed by the National Association of Printing Ink Manufacturers.

Also, the Association has given the NAPIM procedure to the Canadian Pulp and Paper Association. If all three groups agree to adopt the test, as their own, it will mark the first time a standard procedure will be used to determine ink rub-off characteristics of any ink, according to George Cashau, ANPA director/technical research.

"Low-rub inks are hot items right now," he said. "What we're aiming for is a universal ink rub-off test. Everybody involved with inks has to use the same test so they can speak the same language."

Until now, Cashau noted, different tests have been used, and the results could not be compared. Adoption of a standard procedure would enable a newspaper to test the inks it uses and discuss the results with its ink and newsprint suppliers [**presstime**, Nov. 1984, p. 6]. ☐

TECHNOLOGY NOTES

- The investment firm Andlinger & Co. of Tarrytown, N.Y., has proposed a **leveraged buyout of the remaining Itek divisions** of Litton Industries Inc. of Beverly Hills, Calif..

Litton Industries previously divested Itek Large Systems Division, now Unitex Inc. of Nashua, N.H., a major newspaper front-end manufacturer.

The remaining divisions include Itek Graphic Systems, Itek Composition Systems, Itek International Corp. and Itek Colour Graphics Ltd.

- Pacepack Corp., a Warminster, Pa.-based manufacturer of mailroom equipment, has **filed for protection against creditors** under Chapter 11 of the federal bankruptcy act.

The docket number for the petition, filed in U.S. Bankruptcy Court in Reading, Pa., is #85-00581T.

- Kansa Corp., an Emporia, Kan.-based supplier of mailroom equipment, has **acquired Mailing Machine Systems** of Norcross, Ga., a maker of labelers and quarter-folding equipment.

- HCM Graphic Systems Inc., the Hauppauge, N.Y., manufacturer of color scanners, has **changed its name to Hell Graphic Systems Inc.**

- Imperial Metal and Chemical Co. of Philadelphia, a manufacturer of graphic arts materials, has agreed in principle to **acquire the assets of Richardson Graphics Co.**, a subsidiary of Witco Chemical Corp. of New York.

Richardson Graphics makes offset printing plates and chemicals in the United States and Canada.

- The News Ink Division of General Printing Ink (Sun Chemical Corp. of Carlstadt, N.J.) signed a **license agreement with ANPA for ANPA-INK™**, the non-petroleum-based black letterpress ink.

The latest signing leaves U.S. Printing Ink the only major ink manufacturer in North America unsigned [**presstime**, March 1985, p. 57].

TECHNOLOGY CALENDAR

- **Chemco Commercial Products Users' Meeting** will be April 16 at the Chicago Marriott Hotel.

- **Atex Commercial Users Group** will meet April 22-24 at the Galleria Dallas Hotel in Dallas.

- The **Harris 72P Users Group** will meet April 29-30 at the Sheraton Crown Hotel and Conference Center, Houston.

- The **Digital Equipment Computer Users Group** will meet May 27-31 at the New Orleans Hilton.

- The **Unitex (formerly Itek) Users Group** will meet June 5-7 at the Royal Sonesta Hotel in New Orleans.

- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 in New Orleans.

- The **Graphic Communications Association** conference on computer-generated graphics will be July 16-18 at the Hotel Meridian, Boston.

- **Type-X '85** will be August 17-19 at the Washington Hilton in Washington, D.C.

- The **Atex Newspaper Users Group** will meet August 25-28 at the Capital Hilton Hotel in Washington, D.C.

New Harris press installed in Florida

Newspapers, particularly smaller circulation dailies and weeklies considering upgrading their press capacity, may want to put Vero Beach, Fla., on their list of places to visit.

The Vero Beach Press-Journal recently put into operation an NC-450 single-width offset press, the first installation for the press made by Harris Graphics Corp. of Melbourne, Fla.

In its Vero Beach configuration, the press consists of 10 units with eight reel stands, and is capable of being expanded to more units.

According to Editor and Publisher John J. Schumann Jr., the paper outgrew its seven-unit Goss Community press. "We tried to project our needs in 15 years," says Schumann, reflecting on the process that led to the purchase decision.

Currently, the paper has a circulation of 20,000, but he expects that figure to rise to 40,000 for the life of the press. ☐

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UPI negotiating with creditors as part of 'restructuring'

United Press International is undergoing a "restructuring" after weathering a stormy March.

The wire service's unsecured major creditors have formed a committee to consider proposals for resolving the financial difficulties.

Luis G. Nogales, UPI's new chairman, president and chief executive officer, refused to confirm reports that the creditors are owed $17 million. But he did say UPI has enough financial support to continue operations while its executives negotiate with the creditors, which include AT&T, RCA Corp. and American Express.

The news agency's executives met with creditors in Chicago March 14 for "an exchange of information" on the company's financial situation. A UPI spokesman said in late March that "we'll be getting back to the creditors" but that no date had been set. The company has presented proposals for converting UPI debt into stock equity.

Under a March 7 agreement reached after negotiations involving Nogales, the Wire Service Guild and UPI's chief financial backer, control of the news agency was placed in the hands of a new four-member board comprised of Nogales, Douglas F. Ruhe, who is one of the two principal owners, Editor-in-Chief Maxwell McCrohon and William Morrissey, president of the Wire Service Guild. The other principal owner is William E. Geissler, who, along with Ruhe, has agreed to relinquish majority control. Foothill Capital Corp. of Los Angeles is the major UPI lender.

Nogales remained as an active participant in negotiations with Foothill after being fired by Ruhe March 3. A dispute over details of a proposed reorganization plan was reported to have led to his dismissal. He had been named president last September after the abrupt dismissal of William J. Small, who since has filed a suit against UPI accusing it of breach of contract.

The company recently reported that it had ended a string of losses with an operating profit of $1.1 million in the fourth quarter of 1984 [presstime, Feb. 1985, p. 52].

The Wire Service Guild, which represents about 700 UPI employees, rejected a proposal by the company for an 18-month wage freeze and other concessions. The union's members had approved a series of pay cuts last September [presstime, Oct. 1984, p. 62].

If vendors agree to forgive debts in exchange for stock, the stock remaining after the exchange is completed will be divided equally among four groups—employees, senior managers, Ruhe and Geissler, and Foothill.

The number of shares to be used in the recapitalization was not set. Nogales said that figures used in press stories were speculative and therefore incorrect. The value of the company's stock has not been determined.

AT&T said it does not believe it can assume any equity in UPI because the terms of a 1982 divestiture agreement bars it from entering the news and information business.

The New York Times reported March 13 that a spot check of some of UPI's 800 newspaper and 3,500 broadcast clients, most of them radio stations, showed that support for UPI remains strong.

"It would be a tragedy for U.S. and world journalism" if the wire service was closed, said Arnaud de Borchgrave, the new editor-in-chief of The Washington Times and a former Brussels bureau chief for United Press. ☐

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Judge dismisses suit by Cleveland printers

A federal judge has dismissed an antitrust suit filed by a group of former printers at the now-defunct Cleveland Press.

The printers alleged that the closing of the Joseph Cole-owned paper in June 1982 and the purchase of certain of its assets by The Plain Dealer of Cleveland was part of a conspiracy to deprive them of a guarantee of lifetime employment [presstime, Nov. 1983, p. 46].

U.S. District Court Judge Ann Aldrich said the printers had not proved that they were the targets of alleged antitrust violations. ☐

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the following:

- The Post-Crescent, Appleton, Wis., daily circulation 50,639.
- The Daily News, Lebanon, Pa., circulation 27,098.
- The Herald-Palladium of Benton Harbor-St. Joseph, Mich., daily circulation 36,892.

LeRoy Stauffer of Warren, Ohio acquired the Noblesville (Ind.) Daily Ledger, circulation 8,819.

Brill Media Co. Inc. of Evansville, Ind., acquired The Daily Leader, Pontiac, Ill., circulation 8,959.

John Schluep of Greenfield, Ohio, acquired The Greenfield Daily Times, circulation 4,582.

Founders Communications Inc. of New York City is acquiring the Attaway Newspaper Group, which includes the following Texas dailies: The Courier, Conroe, circulation 10,767; Pasadena Citizen, circulation 10,287; and The Clear Lake City Citizen, circulation 6,891. ☐

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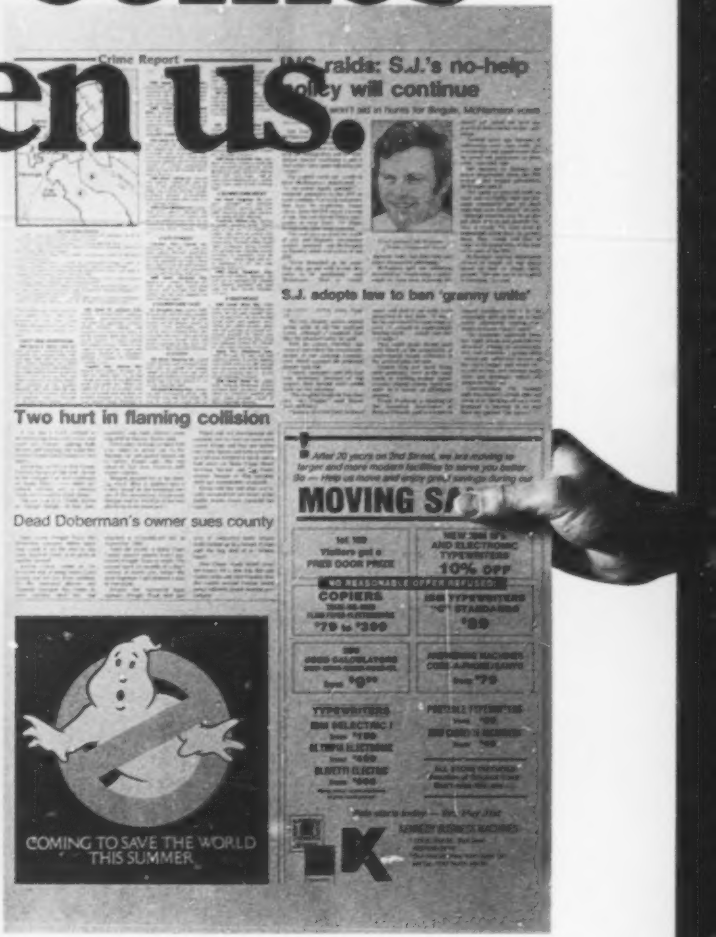

Crime Report

raids: S.J.'s no-help
olicy will continue

S.J. adopts law to ban 'granny units'

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Dead Doberman's owner sues county

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Tracking of newsprint with bar codes moves closer to reality

The use of bar codes for tracking newsprint is moving closer to reality.

Newspaper executives have envisioned a totally computerized environment in which the quality and quantity of newsprint would be tracked electronically. But there have been two obstacles to that environment: One, there had to be standardized bar codes on the rolls and, two, there had to be a standardized electronic manifest that could be transferred from the mills to the newspapers.

Last year, the mills addressed the first part of the problem when the Canadian Pulp and Paper Association and the American Paper Institute agreed to standardize the information contained within the positions of the bar codes on newsprint rolls [presstime, May 1984, p. 68].

Recently, the Graphic Communications Association of Printing Industries of America took steps toward resolving the second part of the equation when they established guidelines for the electronic manifests.

The guidelines, called EMBARC, for "electronic manifesting and bar coding of paper stock shipments," will allow both newspapers and mills to track the progress of newsprint rolls.

Essentially, GCA has established the guidelines for the bar codes, according to Peter Brehm, assistant to the organization's president. The guidelines spell out what data the electronic manifest must contain as well as suggested data a newspaper might want included.

In the case of newspapers and the mills that supply them, he said, the data contained within the bar code will be correlated with the electronic manifests the mills send the newspapers, including the basis weight of the rolls.

According to GCA documents: "The means for coordination is the electronic manifest coupled with the bar-coded roll or skid number on the item itself. The electronic manifest contains all the information that would be included in a printed manifest. . . .

"This information may be sent computer-to-computer from the mill to the printing plant. At the plant the shipment may be unloaded and the identifying roll or skid numbers, in bar code form, read into the (newspaper's) computer through the use of an electronic 'wand.' With these two sources of data—the electronic manifest and the bar-coded label—manual keying (of data) may be avoided."

Brehm said "the bar code can later be read again as the paper is removed from storage and loaded onto a press. There, the benefits of the system begin to be realized."

For instance, a paper could, using the bar code and a pressroom computer, confirm the basis weight of any roll used. The bar codes could also be used to track web breaks of rolls produced by a particular mill.

For the mills, the system will allow them to keep much more comprehensive databanks on their respective customers.

"The mills benefit in two ways," Brehm said. "They can keep tighter control of inventories, and they can improve feedback on their newsprint if something goes wrong."

ANPA, along with other organizations such as the Magazine Publishers Association, provided input to GCA's bar code subcommittee.

Brehm said GCA was chosen as the coordinating organization because it represents many suppliers and users with diverse interests. Consequently, the manufacturers will be labeling rolls of newsprint and skids of sized sheet paper used in commercial printing.

GCA will formally introduce the system at "An EMBARC Announcement Seminar" it will host at the Halloran House in New York April 23.

Because ANPA was a cooperating member of GCA's bar code subcommittee and contributed to the project, Association members can attend the seminar at a discounted rate.

Member newspapers will be charged $160 for the first registrant and $128 for each additional registrant. The rate for non-cooperating firms is $240 for the first registrant and $192 for each additional registrant. ☐

Newsprint, Pressroom-II Seminar Oct. 10-11 in Chicago

Program details are being developed for the Newsprint and the Pressroom-II Seminar Oct. 10-11 at the Hyatt Regency O'Hare, Chicago.

The program, being devised by the Joint Standing Committee of ANPA and the Canadian Pulp and Paper Association's Technical Section, will include: bar coding, new pressroom printing systems, quality color printing, developments in newsprint manufacture, waste reduction and electronic transmission of manifests.

For information contact: the ANPA Newsprint and Transportation Department at The Newspaper Center in Reston; or Nick Boultbee of CPPA, Sun Life Building, 23rd floor, 1155 Metcalfe St., Montreal, Canada H3B2X9. ☐

UPIU, Crown Zellerbach in negotiations

Negotiations are under way between the United Paperworkers International Union and the Crown Zellerbach newsprint mill in Wauna, Ore. The contract there expired March 31.

The UPIU is also negotiating with Garden State Paper Co. in Garfield, N.J., where the contract expired last October [presstime, Feb. 1985, p. 47]. ☐

Price increase delayed

Bowater Inc. and Kimberly-Clark Corp. postponed their newsprint price increases of $35 a metric ton from April 1 to May 1. Their price for U.S. customers east of the Rockies is now scheduled to go from $535 to $570 a metric ton on that date [presstime, March 1985, p. 63].

NEWSPRINT NOTES

- Abitibi-Price Inc. will spend $28 million to **convert one of three newsprint machines** at Alma, Quebec, to make lightweight catalog and directory paper. The estimated capacity of the machine to be converted is 65,000 metric tons annually. Completion of the project is scheduled for next year.
- Sir James Goldsmith, a British industrialist, recently disclosed that he might seek **control of the Crown Zellerbach Corp.** He currently owns 8.6 percent of the company.
- The Times Mirror Co. said discussions ended on the **possible sale of Publishers Paper Co.** to Boise Cascade. A spokesman would not say if Times Mirror will continue to try to sell its newsprint subsidiary [presstime, March 1985, p. 63].

1985 consumption shows slight increase

After a record-breaking 1984, newsprint consumption by all U.S. users was up slightly—0.3 percent—in the first two months of 1985.

In January, consumption was 3.8-percent higher than in January 1984.

February's total was 3-percent less than the level in February 1984, which had one extra day because of leap year.

U.S. daily newspapers' consumption increased 2.4 percent for the first two months of the year—up 5.5 percent in January but down 0.6 percent in February.

At the end of February, newsprint inventories of ANPA's statistical sample were estimated to be 48 days versus 42 at the end of February 1984. Stocks of North American mills were down very slightly—0.2 percent.

The February operating rate for Canadian mills was 97 percent, and for U.S. mills, 94.8 percent.

Shipments from Canadian mills for the first two months were 7.7-percent higher than in the same period in 1984. Canadian shipments to the United States increased 8.9 percent. Shipments within Canada were up 5 percent. Domestic shipments from U.S. mills were down 2.5 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	December 1984(r)	December 1983	% Change
Northeast	173,921	166,820	+4.3
North Central	152,788	148,343	+3.0
South	239,293	232,963	+2.7
West	168,312	154,217	+9.1
December totals	734,314	702,343	+4.6
Region	**January 1985**	**January 1984**	**% Change**
Northeast	161,919	150,651	+7.5
North Central	139,295	131,964	+5.6
South	214,770	201,455	+6.6
West	145,822	143,161	+1.9
January totals	661,806	627,231	+5.5
Region	**Feburary 1985(p)**	**February 1984**	**% Change**
Northeast	158,297	158,441	-0.1
North Central	131,865	134,572	-2.0
South	208,563	211,416	-1.3
West	146,684	144,794	+1.3
February totals	645,409	649,223	-0.6
Two-month totals	1,307,215(p)	1,276,454	+2.4

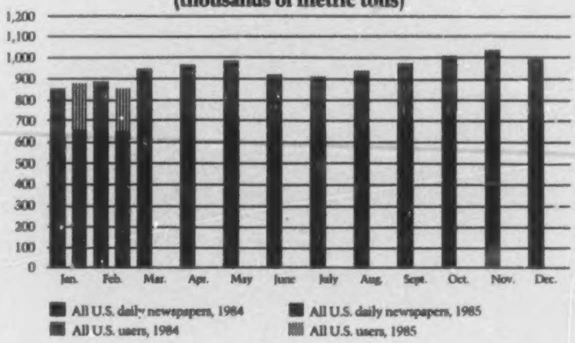
Estimated consumption of all U.S. users

	1985	1984	% Change
December totals		999,000(r)	+4.7(r)
January totals	879,000	847,000	+3.8
February totals	854,000(p)	880,000	-3.0(p)
Two-month totals	1,733,000(p)	1,727,000	+0.3(p)

Production

	Canada	U.S.A.	North America
January 1985	789,219	424,991	1,214,210
January 1984	757,142	416,758	1,173,900
Increase	+32,077	+8,233	+40,310
	+4.2%	+2.0%	+3.4%
February 1985	741,400	405,811	1,147,211
February 1984	621,562	410,266	1,031,828
Increase	+119,838	-4,455	+115,383
or decrease	+19.3%	-1.1%	+11.2%
Two months 1985	1,530,619	830,802	2,361,421
Two months 1984	1,378,704	827,024	2,205,728
Increase	+151,915	+3,778	+155,693
	+11%	+0.5%	+7.1%

Estimated newsprint consumption, 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
December 1984	874,102	42	8
December 1983	790,118	38	8
January 1985	916,133	41	7
January 1984	785,368	37	6
February 1985	945,936	42	6
February 1984	808,210	36	6
Canadian mills			
January 1985	317,474	–	–
January 1984	360,892	–	–
February 1985	365,844	–	–
February 1984	336,935	–	–
U.S. mills			
January 1985	70,384	–	–
January 1984	102,938	–	–
February 1985	71,996	–	–
February 1984	101,639	–	–

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1985	549,803	81,666	107,509	738,978
January 1984	519,357	78,528	101,348	699,233
February 1985	537,533	82,492	88,668	708,693
February 1984	478,837	77,799	88,883	645,519
Two months 1985	1,087,336	164,158	196,177	1,447,671
Two months 1984	998,194	156,327	190,231	1,344,752
Increase	+89,142	+7,831	+5,946	+102,919
	+8.9%	+5.0%	+3.1%	+7.7%
From U.S. mills				
January 1985	392,741	—	22,036	414,777
January 1984	394,758	—	19,768	414,526
February 1985	375,530	—	28,669	404,199
February 1984	393,146	—	18,419	411,565
Two months 1985	768,271	—	50,706	813,976
Two months 1984	787,904	—	38,187	826,091
Increase or	-19,633	—	+12,518	+7,115
or decrease	-2.5%	—	+32.8%	-0.9%
From North American mills				
Two months 1985	1,855,607	164,158	246,882	2,266,647
Two months 1984	1,786,098	156,327	228,418	2,170,843
Increase	+69,509	+7,831	+18,464	+95,804
	+3.9%	+5.0%	+8.1%	+4.4%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.
[2] Represents stocks of newspapers in ANPA statistical sample
(r) = revised (p) = preliminary

Program set for Convention; Burger joins speakers' list

Chief Justice Warren E. Burger has been added to the list of headliners for the 99th Annual ANPA Convention May 6-8 at the Fontainebleau Hilton in Miami Beach.

Burger will address the annual luncheon of United Press International Tuesday, May 7.

He joins a roster of previously announced speakers that includes Prime Minister Edward Seaga of Jamaica, former Secretary of State Henry A. Kissinger, U.S. Ambassador-designate Vernon A. Walters, Commissioner of Baseball Peter V. Ueberroth, U.S Rep. Dante B. Fascell (D-Fla.), the Rev. Billy Graham and Florida Gov. Bob Graham.

Warren E. Burger

At press time, 1,862 people had registered for the Convention—with another 300 or so expected to register on site. The pace of registration is slower this year than last, reported Thomas C. Fichter, ANPA senior vice president and deputy general manager. The 1984 Convention in Montreal attracted the second-largest attendance in the Association's history, with 2,309 registrants.

Miami Convention-goers who did not make hotel reservations through ANPA by April 1 must contact hotels directly, Fichter said.

Tickets for ANPA meal functions still may be ordered by contacting the ANPA Membership Department at The Newspaper Center. Tickets also will be sold at the Convention. Arrangements for some tours still may be made with ANPA.

Something new in this year's Convention schedule is a "Fun Run" sponsored by **presstime**. The two-mile race along the beach will start Monday at 6:30 a.m. Convention registrants and their families interested in participating should sign up at the ANPA registration area in the Fontainebleau.

The Convention Arrangements Committee, headed by Richard G. Capen Jr., chairman and publisher of The Miami Herald, is continuing to develop the Convention program. By late March, the schedule was as follows:

On **Monday** the ANPA Keynote Breakfast will begin with a "Welcome to Florida" by Gov. Graham. The keynote address will be delivered by ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle. He will be followed by Kissinger.

Next on the program will be the annual Associated Press business meeting and election of AP directors. The meeting will feature a multi-image slide presentation called "Moments in Time: Fifty Years of Photos by Wire," and a panel discussion titled "Conversation on Credibility." Panelists will be AP President Louis D. Boccardi; Benjamin C. Bradlee, executive editor of The Washington Post; Don Hewitt, executive producer of "60 Minutes"; Larry Jinks, senior vice president/news for Knight-Ridder Newspapers Inc.; and John Seigenthaler, editorial director of USA Today and editor, president and publisher of The Tennessean in Nashville.

The AP's annual luncheon will feature an address by Ueberroth, who was Time magazine's "Man of the Year" in 1984 when he served as president and chief executive officer of the Los Angeles Olympic Organizing Committee.

Notice of Annual Meeting of the Members of ANPA, Incorporated

Notice is hereby given by the Secretary of the Association, K. Prescott Low, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Fontainebleau Hilton, Miami Beach, in the Fontaine and Fleur de Lis rooms, at 9:45 a.m. Tuesday, May 7, 1985, for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

The **Tuesday** morning program begins with the ANPA General Session Breakfast and an address by evangelist Graham.

Next will be ANPA's annual business meeting, including the election of one new director [**presstime**, March 1985, p. 71].

Immediately following the meeting will be the General Session on Latin America. Speakers will be Seaga; Gonzalo J. Facio, former ambassador to the United States from Costa Rica; and Fascell, chairman of the House Foreign Affairs Committee.

After making individual remarks, they will participate in a panel discussion with three U.S. publishers who are members of the executive committee of the Inter American Press Association: K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass.; Ignacio E. Lozano Jr., publisher of La Opinion of Los Angeles and former U.S. ambassador to El Salvador; and Edward Seaton, publisher of The Manhattan (Kan.) Mercury.

The session will conclude with "Publishers Under Fire," a panel discussion arranged by IAPA and moderated by Horacio Aguirre, publisher and editor of Diario Las Americas in Miami and immediate past president of IAPA. Panelists will be Pedro Joaquin Chamorro Barrios, former co-director of La Prensa of Managua, Nicaragua; Aldo Zuccolillo, editor and publisher of ABC Color of Asuncion, Paraguay; and Raul E. Kraiselburd, publisher of El Dia of La Plata, Argentina.

The UPI annual luncheon will follow, with the address by Burger.

On Tuesday afternoon, four concurrent, two-hour clinics are scheduled:

- "R&D—What's New?" with moderator Walter E. Mattson, president and chief operating officer of The New York Times Co. and chairman of the ANPA Technical Committee. Panelists will be Ralph S. Roth, vice president/production for Knight-Ridder Newspapers; J.A. Riggs Jr., senior vice president-operations of The New York Times; Gene McDavid, vice president and general manager of the Houston Chronicle; Charles M. Kinsolving Jr., vice president, marketing/new technology of the Newspaper Advertising Bureau; Charles R. Blevins, vice president/production of Gannett Co.; and James A. Cooper, assistant vice president/operations for The Washington Post.

- "Human Resources." The clinic will have two parts: "Toward a Bias-Free Workplace," with moderator Cathleen Black, publisher of USA Today, and "Employer Rights/Employee Rights," with moderator Keith R. Fuller, director of employee relations for McClatchy Newspapers and chairman of the ANPA Human Resources Committee.
- "Shared Mail," with moderator John R. Harrison, vice president of The New York Times Co. and president of The New York Times Regional Newspaper Group. Panelists will be Vance L. Stickell, executive vice president, marketing, for the Los Angeles Times; Sheldon L. Greenberger, vice president and director of advertising for the News and Sun-Sentinel Co. of Fort Lauderdale, Fla.; and James W. Hopson, publisher of The Middlesex News in Framingham, Mass.
- "Learning/Leading/Managing." Panelists will be Ann M. Morrison, director of contract programs for the Center for Creative Leadership, a non-profit research and training organization in Greensboro, N.C., and Kenneth Blanchard, co-author of the best-selling book, *The One Minute Manager.*

Entertainment at the Tuesday evening ANPA Dinner/Dance will be provided by composer-conductor Henry Mancini and his orchestra.

The **Wednesday** program will begin with the annual meeting of the Newspaper Advertising Bureau followed by a General Session on advertising and marketing arranged by NAB.

Craig C. Standen, NAB president, and Leo Bogart, NAB executive vice president and general manager, will provide an overview and forecast of newspaper advertising. They will be followed by a discussion of "National Advertising: What Do We Do Next?" with William M. Weilbacher, president of Bismark Corp., a New York City marketing and advertising consulting firm. He will provide the perspective of advertisers and agencies.

Program in brief—99th Annual ANPA Convention Fontainebleau Hilton, Miami Beach

Saturday, May 4, and Sunday, May 5
9 a.m.-7 p.m.: Registration

Monday, May 6
6:30 a.m.: presstime Fun Run
7:30 a.m.: Early Bird Reception (courtesy Editor & Publisher)
8 a.m.: ANPA Keynote Breakfast
10 a.m.: Associated Press Annual Meeting
12 noon: AP Reception and Luncheon (12:30 p.m.)

Tuesday, May 7
7:30 a.m.: Early Bird Reception (courtesy News and Sun Sentinel Co., Fort Lauderdale)
8 a.m.: ANPA General Session Breakfast
9:45 a.m.: ANPA Annual Business Meeting
10:15 a.m.: ANPA General Session
12 noon: United Press International Reception and Luncheon (12:30 p.m.)
2:30 p.m.: Topical Clinics
6:45 p.m.: Dinner/Dance

Wednesday, May 8
7:30 a.m.: Continental Stand-up Breakfast (courtesy of presstime)
8 a.m.: Newspaper Advertising Bureau Annual Business Meeting
8:15 a.m., 10:15 a.m.: Two ANPA General Sessions
12 noon: Reception (courtesy of Diaro Las Americas, Miami)
12:30 p.m.: ANPA Luncheon
2:30 p.m.: Convention adjourns

There will be three presentations on the topic of "Combating Shared Mail": the first, a report from the Joint Postal Task Force by William J. Keating, senior vice president of Gannett Co. and president of the Gannett Newspaper Division; the second, a report by Bogart on a test in Atlanta of newspaper versus direct-mail advertising; and the third, a discussion of "TMC: In-market Strategies" by James H. Hollis, NAB vice president, mass merchandizing sales.

Next, NAB's Kinsolving will provide an update on technology, such as satellite delivery of advertising and videotex. The session will conclude with presentations by other NAB staff members on national, retail and classified advertising, on training and on creative aspects of advertising.

The second General Session will begin with an address by Donald G. Goldstrom, chairman of the Audit Bureau of Circulations. Goldstrom is vice president and director of the Advertising and Marketing Services Department of Armstrong Worldwide Industries Inc.

Four other speakers will address the General Session on the topics of libel, privacy and insurance. They are Parker D. Thomson, a member of the Miami law firm of Thomson Zeder Bohrer Werth Adomo & Razook, which represents The Miami Herald; Paul L. O'Brien, U.S. general counsel of the Mutual Insurance Co. Ltd. Group and a member of the Washington, D.C., law firm of Hanson, O'Brien, Bimey & Butler; Joseph P. Averill, a Miami lawyer who serves as general counsel to The Miami News and who also represents other media clients; and Katharine P. Darrow, general counsel of The New York Times Co. and chairman of the ANPA Legal Affairs Committee.

The session will be chaired by Edward W. Estlow, president and chief executive officer of Scripps-Howard. Estlow, an ANPA director, is chairman of the ANPA/NAB-Audit Bureau of Circulations Liaison Committee. He also heads the Newspaper Insurance Advisory Group and is a director of Mutual Insurance Co.

The ANPA annual luncheon will feature an address by Walters, U.S. ambassador-designate to the United Nations. ☐

Advisory Service rates restructured

The charge for ANPA advisory service consulting work, available to ANPA-member newspapers, is now $250 per staff day, plus expenses for transportation, lodging and meals.

Previously, the Association charged daily rates of $500 for in-plant visits, $250 for travel and $125 for in-office work, plus expenses.

Correction

As a result of an editing error, a professor referred to in the essay for the March issue of presstime (p. 35) was incorrectly placed at the University of Maryland. The professor, a Marxist who brought a libel suit against columnists Rowland Evans and Robert Novak, is on the faculty of New York University. He sought unsuccessfully a position at the University of Maryland. Presstime regrets the error. ☐

Miami Beach offers much more

BY BRUCE GILES

Unlike many other areas steeped in years of history, Miami Beach is a youngster. But it has learned that its history may be an important part of revitalizing its future.

The resort community dates from 1913, when Carl Fisher hired a crew to hack through swamps, level the mangroves and dredge up sand. He began promoting a "playground" to be called Miami Beach.

Small and mid-sized hotels and homes with a Mediterranean influence sprouted. The image of Miami Beach as a sun and fun capital got its biggest push in 1953 when Arthur Godfrey began broadcasting from the Kenilworth Hotel in Bal Harbour, showing sunny Miami Beach to the frozen multitudes up north.

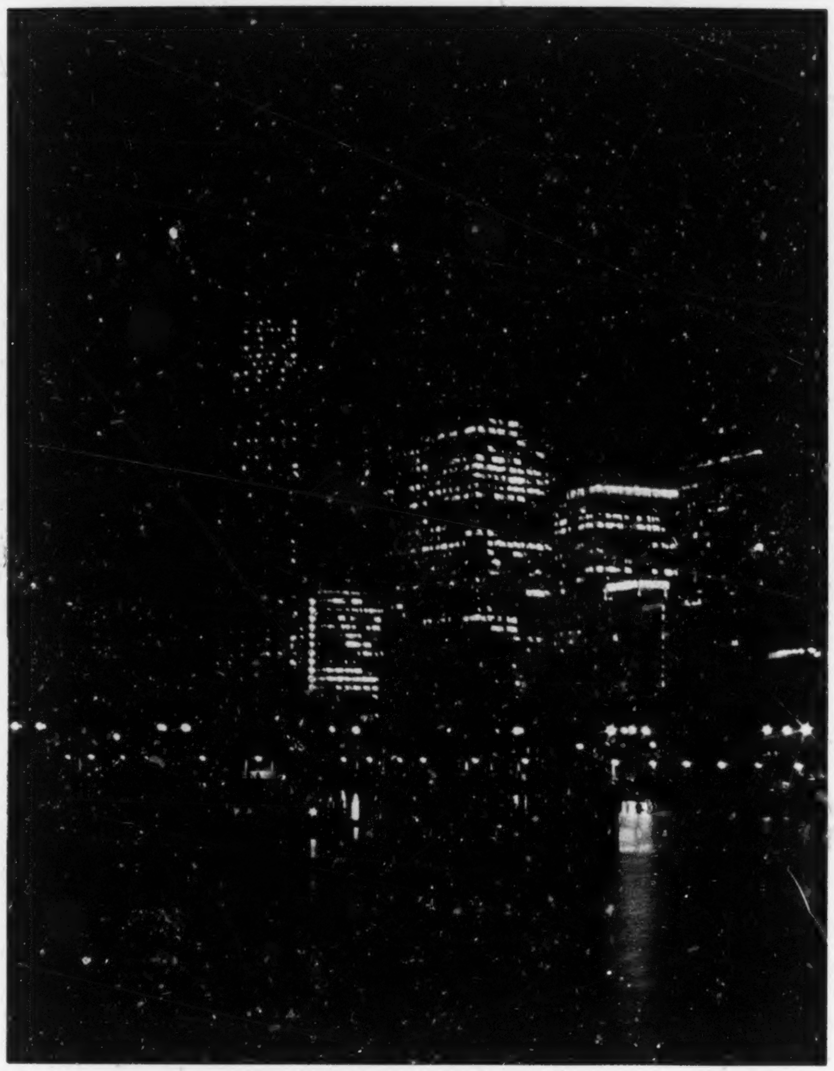
Miami Beach became the land of the four Ss: Sun, sand, surf and, well, sex. (Tourism promoters discovered that newspapers up north couldn't resist a photo of a swimsuit-clad lass frolicking in the surf along about January.)

But the public's tastes changed. Winter vacations in big hotels changed to the convenience of condominium living. Other vacation spots jumped into the fight for tourists. Miami Beach was on a decline—or so it seemed until it began rediscovering its history. Some hotels underwent major renovation. The beach was reclaimed from the ocean with a major beach-renourishment project supported by federal funds.

And then Miami Beach rediscovered itself. It now has the nation's youngest—no, not oldest—National Historic District covering a one-mile square area, south of Lincoln Road Mall. It is a place of immense charm and greater potential.

The Art Deco District suffered the indignities of political insensitivity and social neglect for several decades. But it survives, nearly intact, as the largest collection of 1930s and '40s art deco architecture in the world.

Miami Beach's art deco is a stucco-deco style peculiar to seaside towns, but nowhere else in the world is it so spirited. It results in a seaside resort of capricious, charming buildings—pastel stucco with prows and portholes just as if they were ships, or spires and turrets as if they were castles, buildings with the rhythms of the Jazz Age and the risqué adventurousness of those changing times.



Miami's sparkling skyline towers over the marina and waterfront.

In the Art Deco District, the whole is greater than the parts. There are some superb structures, among them the Bass Museum, 2100 Collins Ave., and the Old Post Office, 1300 Washington Ave. But it is the composite that counts, the assemblage of so many finely scaled and detailed buildings in one square mile.

Throughout the district, art deco buildings are being painted in ice-cream-parlor pastels—various shades of peach and peppermint and grape.

Robert Holland, who restored 15 apartment buildings in Washington, D.C.'s Georgetown, Capitol Hill and Dupont Circle neighborhoods, is one of the developers rediscovering Miami Beach. Last year, his firm bought eight deco-era apartment buildings near Flamingo Park for $3.5 million. Two have been renovated so far.

This year, Holland says he will spend $6.1 million to buy and renovate nine other buildings in the Art Deco District.

Giles is assistant to the executive editor of The Miami Herald.

than sun, sand, surf and sports

A variety of shopping possibilities exists in the Greater Miami area.

Bill Frakes, The Miami Herald

After neglect, Art Deco District is thriving.

He hopes to charm young professionals with sherbet-colored exteriors, landscaped courtyards, high ceilings and hardwood floors.

The city of Miami Beach is priming this redevelopment with money of its own—an $11-million marina, $3.5 million for a South Beach park, $20 million for a police and courts center, a $22-million renovation at the Theatre of the Performing Arts, plus $9.5 million for street, water and sewer improvements.

Around the Bass Museum, there is talk of establishing a "cafe district" where people could linger after the museum or before the theater.

The Colony Theater on Lincoln Road itself is being renovated as a small arts center, to be used for films and live performances.

Lincoln Road Mall, in fact, provides a good walking tour of some of the more interesting examples of art deco.

For example, there's the 1921 Spanish Colonial-style Community Church, the elegant keystone Barnett Building and the whimsical ship-styled Sterling Building. Signs or aluminum trim may cover some of the art deco detailing or Spanish embellishments, but the old architecture is marvelous.

While you're in Miami Beach for the May 6-8 ANPA Convention, take a stroll through the Art Deco District. It's Miami Beach recognizing its history. And it's young enough that it is also a part of your history.

But there's more, much more, to do during your stay. Here are some hints that should make your visit to South Florida more enjoyable:

Weather. Don't worry about any last gasp of winter. The normal daytime high temperature in May is 82 degrees; the low, 74 degrees. The coldest it has ever gotten in May on Miami Beach is 60 degrees—and that was 40 years ago. There's always a chance of a morning shower (total precipitation for the month is 4.40 inches), but weathermen confidently predict a 67-percent chance of sunshine. Don't forget to pack your sunglasses with your other summer wear.

Sports. You'll be a little early for the Miami Dolphins and a little late for baseball spring training. So how about gambling on something a little different—perhaps thoroughbred racing at Calder Race Course, 21001 N.W. 27th Ave. (telephone 625-1311). Or you might like dog racing at Biscayne Kennel Club, 320 N.W. 115th St. (754-3484). Or you might consider the sport that began in the Basque region of Spain—jai alai—at Miami Jai Alai Fronton, 3500 N.W. 37th Ave. (633-9661).

Fishing: Fishing deserves mention as one of the more popular diversions. Fishing cruises with a crew of two and tackle can be chartered for a half day for Gulf Stream trolling for marlin, sailfish, wahoo and dolphin. These crafts accommodate six people. Half days on drift fishing boats with 25 to 30 persons aboard are also available. The closest are Miamarina in downtown Miami's Bayfront Park (374-6260), or at Haulover Beach Park Marina, 10800 Collins Ave. (947-3525). Or you might try Crandon Park Marina on Key Biscayne (361-5421) or Dinner Key Marina in Coconut Grove (579-6980).

See it by water. What better way to see Miami Beach and its surrounding communities than from the water. One cruise offers a waterway tour of Biscayne Bay and Millionaire's Row, another offers a trip up the Intracoastal Waterway into Fort Lauderdale. Two others take in popular South Florida attractions as part of the cruise: the Miami Seaquarium, home of a killer whale, friendly porpoises and sprightly sea lions; or Villa Vizcaya, the dream home from 17th Century Italy created for the late James Deering at a cost of $20 million. Courtesy bus service to the dock is available. (Call 945-5461.)

Or if you really want to hit the open seas for a day, you might try a SeaEscape trip which leaves for the Bahamas at 8:30 a.m. and retturns to Miami by 11 p.m. (1-800-327-7400).

Shopping. Time always has a way of disappearing when you're shopping. Mentioned above is Miami Beach's Lincoln Road Mall, a pedestrian walkway with palms, fountains and flowers. But if you're a serious shopper and looking for fashion, you should head to the Bal Harbour Shops, with such stores as Nieman-Marcus, Saks Fifth Avenue and Bonwit-Teller. Or you might go to The Omni shopping center in downtown Miami, or to the collection of shops at Mayfair in trendy Coconut Grove.

Tennis, golf, vita. For tennis, all you need do is step out the door to the courts at the Fontainebleau Hilton Racquet Club. Tennis courts are available at most of Miami Beach's city parks, too.

For golf, the closest 18-hole public courses are Bayshore Golf Course (673-7707), 2301 Alton Road, or Normandy Shores Golf Course (673-7775), 2401 Biarritz Drive. But if you're looking for something special, you might want to try the Doral Country Club (592-2030), the site of the PGA Doral Open. (For a real challenge, you can ask for the blue course which the pros play—otherwise known as the Blue Monster.) Another excellent course is the Key Biscayne Golf Links (361-9129), one of the nation's most challenging par-72 championship links, set on 200 acres of bayfront among natural Florida hammocks, mangroves and lagoons.

Or if you wish to limber up those muscles, you could try one of the two 10-station vita (exercise) courses on Miami Beach—one at North Shore Open Space Park, 70th Street and Collins Avenue, the other at Pine Tree Park, 45th Street and Pine Tree Drive.

Sightseeing. Water and tropical plants provide the setting for many of the most popular sightseeing attractions. You might start at the Seaquarium (361-5703). Across the street is Planet Ocean, with an educational, scientific flair. You can walk through a simulated hurricane or journey to the bottom of the sea via seven screens and 28 projectors.

The beach has been reclaimed from the ocean with a major beach-renourishment project.

Across from the Seaquarium on the mainland is Villa Vizcaya (579-2708), where you can wander through the Renaissance, Baroque, Rococo and Neoclassical rooms of this 1912 private villa and its formal gardens. Farther south, you might try Parrot Jungle (666-7834), where colorful parrots and macaws fly free and eat from your hand and beautiful pink flamingos perform their march. Or try Monkey Jungle (235-1611), where monkeys roam free and visitors walk through caged trails. For peaceful wandering through nature, try Fairchild Tropical Garden (667-1651), 83 acres of tropical plants from around the world. One of Miami's newest attractions is the 160-acre Metrozoo (251-0400), where animals roam freely on islands surrounded by moats.

Museums. The Metro-Dade Cultural Center (375-1700) contains Miami's Public Library, Center for the Fine Arts and the Historical Museum of South Florida. The museum depicts Florida's past from Indian tribes, pirates, sunken treasure ships and European explorers to Dade County's early pioneers Julia Tuttle and Henry Flagler. Other possible stops for the art buff might include the Metropolitan Museum and Art Center in Coral Gables (442-1448), the Lowe Art Museum on the University of Miami campus (284-3535) and the Bass Museum on Miami Beach (673-7530).

Day trips. These trips will take more than a few hours, but you'll find the sights only in South Florida. Located at the beginning of the Florida Keys is John Pennekamp Coral Reef State Park (248-4300), an undersea park with 50,000 live coral formations and the only living coral reef in the Northern Hemisphere. Boats for snorkeling, diving or simply sightseeing are available. Or you might want to take a trip to Everglades National Park (247-6211), more than 1.5-million acres of wilderness offering refuge to vanishing species of tropical plants and wildlife. Slightly more commercial are several Everglades boat tours where you can skim over the sawgrass in an airboat and see exotic foliage and wildlife. Two locations: Everglades Holiday Park (Griffin Road and U.S. 27 in Fort Lauderdale), and on the Tamiami Trail (U.S. 41).

Restaurants. South Florida is home to some of the country's finest restaurants. Here are several that should suit your taste:

- *Joe's Stone Crab,* a South Florida institution since 1913 where a specialty is the stone crab. (No reservations taken.) 227 Biscayne St., Miami Beach (673-0365).
- *The Forge.* This French-Continental restaurant has perhaps the second-largest wine list in the state, and a lovely crystal chandeliered dining room. 432 Arthur Godfrey Road, Miami Beach (538-8533).
- *Cafe Chauveron.* This French restaurant stands for fine, elegant dining in an atmosphere of old-style elegance with cuisine to match the ambiance. 9561 E. Bay Harbor Drive, Bay Harbor Island (866-8779).
- *Malaga.* One of the best Cuban-style restaurants in the area, it has two dining rooms separated by a courtyard on Calle Ocho (8th Street), in the heart of Little Havana. 740 S.W. 8th St., Miami (858-4224).
- *El Bodegon Castilla.* Not a Cuban restaurant, it has the best Spanish cuisine in the city. A bilingual menu offers "angulas de aguinaga" (baby eels) and "paella Valencia" (seafood, chicken and yellow rice) among other dishes. 2499 S.W. Eighth Street, Miami (649-0863).
- *Raimondo's.* This restaurateur's Italian genius has dominated the dining scene for many years. Try the lobster bisque in a tomato-based broth. 4612 S.W. LeJeune Road, Coral Gables (666-9919).
- *Reflections on the Bay.* This "Floridian" restaurant is nestled in downtown Miami, among the docked sailing ships and powerboats at Miamarina. One of the most beautiful places in the city to dine. 301 N.E. Miamarina Parkway, Miami (371-6433).
- *New York Steak House.* This small restaurant located in the rear of a motel is a living testimony to the great American steak house, truly the best place for steak and lobster in South Florida. 17985 Biscayne Blvd., North Miami Beach (932-7676).
- *Vinton's.* Another restaurant in an old hotel off the beaten path, Vinton's is perhaps one of the best French restaurants in the area. Chef René produces some remarkable dishes featuring fresh Florida seafood in this intimate setting. 116 Alhambra Circle, Coral Gables (445-2511). ☐

ANPA *Calendar*

APRIL

ANPA Industry Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., April 1-2

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., April 15-19

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Holiday Inn Lake Shore Drive, Chicago, April 22-24

ANPA Newspaper Quality Control Seminar-Offset
The Newspaper Center, Reston, Va., April 29-May 3

MAY

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 4

ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee meeting
Doral Hotel, Miami Beach, May 4

ANPA Human Resources Committee meeting
Fontainebleau Hilton, Miami Beach, May 5

ANPA Annual Convention
Fontainebleau Hilton, Miami Beach, May 6-8

presstime Advisory Committee meeting
Fontainebleau Hilton, Miami Beach, May 6

ANPA Board of Directors and ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 8

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Holiday Inn Lake Shore Drive, Chicago, May 13-15

ANPA Foundation Newspaper in Education Committee meeting
Park Plaza Hotel, Toronto, May 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 13-17

ANPA Foundation NIE Conference
Park Plaza Hotel, Toronto, May 15-17

JUNE

ANPA Labor Relations and Technology Seminar
New Orleans Hilton Riverside & Towers, June 7-8

ANPA Operations Management Conference & Exposition
New Orleans Convention Center, Rivergate Exhibition Center and New Orleans Hilton Riverside & Towers, June 8-12

ANPA Executive Committee meeting
New Orleans Hilton Riverside & Towers, June 10

Newspaper Training Conference sponsored by ANPA and NPRA.
Back Bay Hilton, Boston, June 20-22

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 24-28

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Foundation NIE Training Seminar
Borrego Springs, Calif., July 9-12

ANPA Advanced Offset Press Operations
The Newspaper Center, Reston, Va., July 22-26

ANPA

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'No-brand,' returnable newsprint core needed

How many production departments want to save time and storage space? By adopting a "no-brand" returnable newsprint core policy we could realize these savings. The Dispatch Printing Co., publishers of The Columbus Dispatch and agents for The Columbus Citizen-Journal, has submitted this plan to the ANPA/CPPA (Technical Section Joint Standing Committee) for consideration.

Our warehouse operation could save several thousand dollars annually, first in wages spent on sorting and stacking various brands and sizes of cores. All of our manufacturers have their names printed on each of their cores, so depending on the number of suppliers a newspaper might have, there is considerable time spent sorting the cores by newsprint manufacturer and size, so each manufacturer receives their own cores back.

Additionally, in our case we would free up 4,600 square feet of warehouse space. This space could be used to store up to 1,300 full rolls of newsprint. With our four suppliers multiplied by three core sizes and again multiplied by the number of cores or core racks necessary to minimally fill a rail car, we have wasted considerable space.

In the past few months we have discovered numerous cores in all sizes from about a dozen different newsprint manufacturers. Our own four suppliers wind their newsprint on other suppliers' cores, and we believe all suppliers either could or do use cores interchangeably. Why not implement a "no-brand" core program throughout the industry?

Providing everyone involved worked together, as the advertisers and newspapers did in 1984 when we adopted SAUs, immediate savings would result. This program should be adopted, either through national acceptance or core standardization.

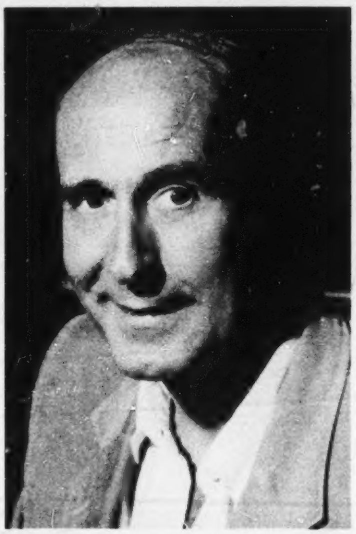
Robert A. Hanson
Warehouse foreman
The Dispatch Printing Co.
Columbus, Ohio

Unite network efforts

I read your article on preprint networking in the February issue of **presstime** with a great deal of interest. Fortunately, The Fayetteville Observer and The Fayetteville Times have been active participants in both the NAB Datamap project and Landon's newspapers networks. I do not believe either is receiving the attention they deserve. . . . Both these efforts, especially Landon's networks, which have already moved millions of preprints from mail to newspapers, prove that newspapers can not only professionally compete, but win at that level.

I can only wonder, however, how influential these projects might be if they were united. The bureau, with its seemingly limitless data and high-gloss presentations, would perfectly complement the proven sales techniques employed by Landon. Maybe someday.

Jack Glarrow
Marketing director
Fayetteville Publishing Company
Fayetteville, N.C.



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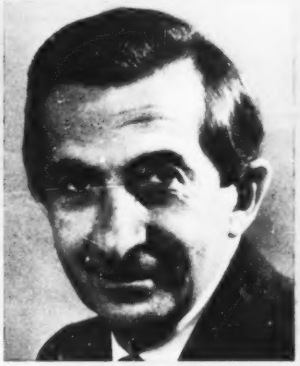

Louis D. Boccardi

John Paul Stevens

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Shoptalk on Grenada, Libel, Ethics and Other Current Media Subjects
ANPA Chairman and President Richard J. V. Johnson, president, the Houston Chronicle. Hawaii Chapter of the Society of Professional Journalists, Sigma Delta Chi, Honolulu, Feb. 3.

An Excellent Product + Superb Marketing = A Successful Newspaper
Walter E. Mattson, president and chief operating officer, The New York Times Co. Advertising Club of Greater Boston, Dec. 5, 1984.

First Amendment: Public Right or Media Privilege?
J. Kaj Spencer, publisher, York (Pa.) Daily Record. York Rotary Club weekly meeting, Feb. 13.

Libel Suits—They're an Effective Weapon Against Freedom of Expression
Eugene L. Roberts Jr., senior vice president and executive editor, The Philadelphia Inquirer. William Allen White Memorial Lecture, University of Kansas, Lawrence, Feb. 8.

Management's Role in Minority Recruitment
Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. ASNE Minorities in the Newsroom Conference, University of Texas, Arlington, Feb. 21.

Concerns About the Relationship Between the Press and the Public
Louis D. Boccardi, president and general manager, Associated Press, New York City. The Press-Enterprise Lecture Series, University of California, Riverside, Feb. 5.

USPS Initiatives that May Have Significance for Publishers
Paul N. Carlin, U.S. postmaster general. National Newspaper Association's Government Affairs Conference, Washington, D.C., March 6.

Television Coverage of Supreme Court Proceedings
Supreme Court Justice John Paul Stevens. Florida State University School of Law, Tallahassee, Jan. 26.

On Libel and Rhetoric
Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York. ANPA Government Affairs Committee, Washington, D.C., March 7.

Telecommunications Roundup: The Last Six Months
Kathleen Criner, ANPA director/telecommunications affairs, and Jane Wilson, ANPA assistant director/telecommunications affairs, Reston, Va. ANPA Telecommunications Committee meeting, Washington, D.C., March 5.

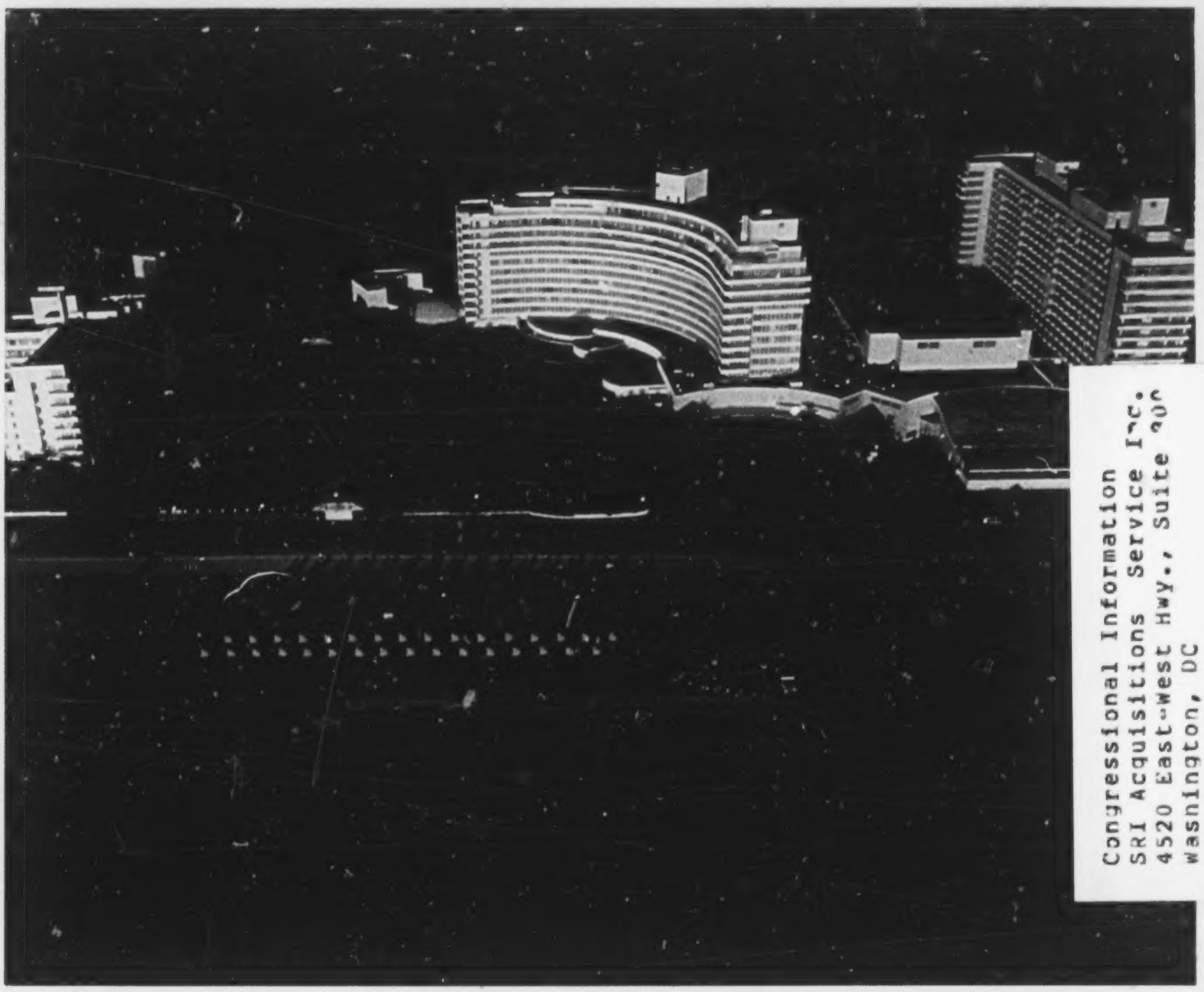
VDTs in the Workplace: Education—Not Legislation—Is Needed
George R. Cashau, ANPA director/technical research, Reston, Va. Testimony before the House Labor Committee, Washington, D.C., Feb. 27.

The First Amendment and Professional Broadcast Journalism
Thomas H. Wyman, chairman and chief executive officer, CBS Inc. Sloan Colloquium in Communications, Duke University, Durham, N.C., Feb. 5.

The Mass Media and Public Trust
Robert MacNeil, executive editor, MacNeil-Lehrer NewsHour, Public Broadcasting Service. Gannett Center for Media Studies dedicatory ceremonies, Columbia University, New York City, March 13.

Journalists and Businessmen Have a Lot in Common: They are Distrusted by the Public
Irvine O. Hockaday Jr., executive vice president, Hallmark Cards Inc., Kansas City, Mo. Associated Press Managing Editors Association annual convention, Miami, Nov. 30, 1984. (Or see Feb. 1, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

99th Annual Convention



Congressional Information
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Prominent U.S. and foreign political leaders top the list of headliners that are scheduled to address the May 6-8 Convention at The Fontainebleau Hilton in Miami Beach. The Convention, ANPA's first in Florida, will focus on Latin America. Scheduled speakers include Prime Minister Edward Seaga of Jamaica, former U.S. Secretary of State Henry A. Kissinger, U.S. Ambassador Vernon A. Walters, Chief Justice Warren E. Burger, Commissioner of Baseball Peter V. Ueberroth and the Rev. Billy Graham. Be there!

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